



**MARKETING + BRAND
STRATEGY PROJECT**

AP Designer Homes

ORGANISATION VALUES

AP Designer Homes marketing and branding project starts with understanding of the current brand and how it aims to represent itself. At first glance the organisational values are as follows.

Values

- We Are Respectful
- Customer-centric - making life easier for clients
- Celebrate with our team - give our trade everything we can, to help them deliver quality work
- Collaborate to solve problems with trade - 'we've got each others back' - support and lead



BUSINESS STRATEGY IN SUMMARY

The business aims to be a leader in the industry.

- The 'go to' business, for a dynamic approach in the property and building industry. Starts with establishing the property vision, continues into managing design with architects, and building across property development and residential homes.
- Whilst new to the market, the business is to be seen as a leader, setting the benchmark for a new approach in the industry.
- Deliver high quality residential builds with a long term focus across South Australia.



MARKETING STRATEGIC DRIVERS

The Marketing Strategy and Branding Projects work to:

- Represent AP Designer Homes as a business to take notice of.
- Align with the strategy mentioned above and be seen as different. Showcase ourselves, in a crowded marketplace.
- Bring along customers, and team members to see the journey we're going on.
- Set the new benchmark for customer experience in the industry. It's our focus and mantra.
- Be seen in the South Australian industry, and gain interest and engagement from referral partners.



BRAND ARCHITECTURE & BLUEPRINT

The branding project is to be developed alongside the marketing strategy, and projects to achieve the goals.

1. Attributes / Brand Name

What are the attributes of the brand?

2. Brand Values and Beliefs

What does the brand believe in and what are its core values?

3. Brand Purpose

Why does the brand exist in the current world? What are we here to achieve?

4. Value Proposition

Statement or range of benefits that deliver outcomes to solve a problem.



BRAND ARCHITECTURE & BLUEPRINT (CONTINUED)

5. Market Positioning

How are we positioned in the audience's mind? What is the emotional response from the brand?

6. Brand Personality

What is the brand persona and characteristics?

7. The Brand Truth

Define the unique and inspiring brand truth.



The Brand Truth

Brand Personality

Market Positioning

Value Proposition

Brand Purpose

Brand Values and Beliefs

Attributes / Brand Name



BRAND ATTRIBUTES

Progressive	High End	Humble/Respectful
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Attributes aligned with the future AP Designer Homes brand, in addition to the prioritised attributes from above:

Current	Organic
Dependable	Approachable
Modern	Adventurous
Cutting Edge	Optimistic
Bold	Energetic
Niche	Dynamic



BRAND NAME

AP Designer Homes

The current brand name of AP Designer Homes, is to continue in the future. The name is split into a range of areas.

AP - Anthony Puccini

Designer - Quality

Homes - Building Industry

The three elements of a) owners name, b) designer and c) homes, does give the impression of what the business undertakes.

The next stage is to define the brand so that all the brand and marketing elements are centred on the brand architecture.



BRAND SUB-CATEGORIES

AP Designer Homes

Define brand sub-categories for AP Designer Homes. This allows for each stage of the journey to be mapped upfront and identified within the sub-categories.

The journey starts early in the customer's vision, and finishes at living in your home.

AP Inspire

AP Planning

AP Archi

AP Select

AP Construct

AP Homes

AP Family



BRAND VALUES AND BELIEFS

Our Ethos

Our collective team's **skill and craftsmanship** sets us apart.

Technology is an enabler to give customers ownership and involvement.

Open conversations and strong relationships are core to our business.

We are proud to showcase **each stage of our work** and the relationship.

How We Showcase Our Ethos

Our collective team's skill and craftsmanship sets us apart.

- We stand beside our trade and team to help them deliver quality.
- Our trade displays the same attributes and values as we do.



BRAND VALUES AND BELIEFS (CONTINUED)

Technology is an enabler to give customers ownership and involvement.

- Live and real time technology is part of what we do every day.
- Real time access to on-site and live feeds, keeps you connected from anywhere.

Open conversations and strong relationships are core to our business.

- Talking with you and listening every step of the way. Starting at the property vision stage.
- Regular meetings are set up in the beginning of projects, we are clear on when and how we both communicate.

We are proud to showcase each stage of our work and the relationship.

- Case studies show people, and how they use the spaces.
- Ask for feedback at the end of every stage, capture the experience across time.



BRAND PURPOSE

Why We Exist

Creating visionary lived experiences for our customers through our distinctive fusion of service, communication and craftsmanship.

How We Engage + Deliver

The fusion that delivers the brand purpose in 3 key areas :

1. Leader in Customer Experience + Trade Craftsmanship

- We are, no. 1 for customer experience + no. 1 for trade craftsmanship, in South Australia.
- A full emotional experience, and that aligns to the customers wants and needs.
- Open communication to nurture relationships with customers, trade, project managers, referral and partners.



BRAND PURPOSE (CONTINUED)

2. The desire and ability to be innovative.

- Technology that fully informs and gives control, in real time. Customers are in the driver's seat.

3. The journey is the experience. Property is not only design and build, but equally, it's how you feel along each stage of the journey.

- We start early on the journey with your vision. We're listening the whole time from vision to completion.
- Proposals are tailored, with high involvement along staged interactions.



VALUE PROPOSITION

3 Key Areas of the Value Proposition.

Start With the Vision - Where the Journey Begins

- Lead with expertise and we are the conjoint between designer, architect, planner, and builder.
- Listen to your vision, and bring our expertise every step of the way.

We Put You In the Driver's Seat

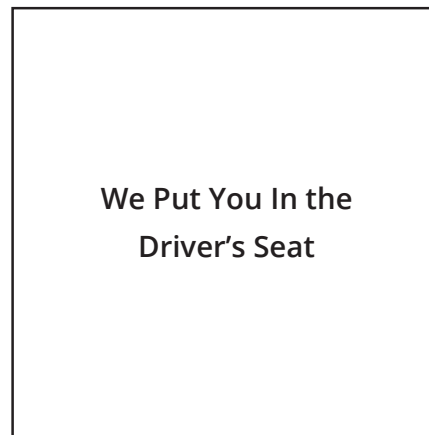
- Modern style of communication.
- Technology into each stage - brings updates in real time.
- Listening is key for us with open conversations.
- Our collective team is there for you. Not just one or two, rather the full team.



VALUE PROPOSITION (CONTINUED)

Quality is what you see, Collaboration is What We Do

- We know quality homes, and you'll see it in our work.
- It's our teamwork across trade, project managers, and relationship with partners that deliver the outcome.
- The experience you feel is built by the relationship with our team and your involvement every step of the way.



THE PROBLEM WE SOLVE

Problem

"Building can be a nightmare. It's common knowledge that many people have trouble with builders in all areas - project management, relationship with builder and soaring costs"

Solution

All these are typical of the building industry. We know you don't like it, everyone says it's so tricky to find the right builder and partner. We hear you, as we don't like it either. We understand and developed an innovative way that will bring you to the centre of the work, delivering what you need.



MARKET POSITIONING

Audience Groups

- Home Owners, Building for 2nd time
- First Time Home Owners
- Property Developers with Vision
- Architects and Designers

Emotional Audience Response.

Impressed

"Wow, look at their work, it's beautiful. Suits the home owners perfectly. I can see the people enjoying their spaces"

All About Me - What I Need

"Looks like this is achievable for me. Seeing people helps to identify how they help others like me and how they show all the areas, not just the end design. I'll lean on them for all stages of my property/home's vision"

Modern and Trusted

"The technology looks superb, it's what I expect as part of my worklife, so great to see the tech is part of the inclusions. They are tech savvy"



BRAND PERSONALITY

Who Are We

The brand personality is

- Visionary - sees the vision, humble leader
- Listens - what is important to others
- Collaborations - drives and leads teams
- Storytelling - we're on a journey, come along
- Emotional - feel the way we move forward, and manoeuvre around hurdles
- Premium - intrinsic quality, how it makes us feel

We are a cool, calm and collected leader with a drive to communicate every step of the way.



BRAND PERSONALITY (CONTINUED)

Tone of Voice

- Progressive, emotional intelligence, personable - calm leadership.
- Personable and sincere with an honest way of communicating.
- We talk and sound like what customers would like to have in a time of crisis.
- Understand emotions, and talk with clear logical communication.
- Easy flow of conversation, as a trusted person.

Brand Attributes

Progressive

High End

Humble/Respectful



BRAND TRUTH

Live The Difference

“All our knowledge begins with the senses, proceeds then to the understanding, and ends with reason.”

Immanuel Kant, Critique of Pure Reason, 18th century philosopher.



BRAND STORY

The Australian dream has always centred on living our best lives at home. Home is the centre of our lives, across generations, and cultures. Home is where we show our true selves, surrounded by those we love, and represents our stage of life and achievement.

When you build a home, you live and breathe the dream and then the journey through selecting your location, investing your heart (and your funds) in creating a design that reflects you both philosophically and practically, to watching and waiting through the build as your dream becomes reality.

From that very first moment, it's an all-important, all-absorbing process. We think that's a given. We also believe every part of this journey should be satisfying and lead you to living in the home that is all you dreamed of.

The problem is that there are so many aspects and people involved in the dream over which you may end up feeling like you have very little control of your personal vision. Builders and tradesmen, architects and compliance management - all have their own schedules and agendas.



BRAND STORY (CONTINUED)

Anthony Puccini founded AP Designer Homes because he saw too many dream homes turning into nightmare builds as home-owners-to-be tried to manage the complexities and chaos of this process. He was seeing too much stress and not enough pleasure and satisfaction.

The challenge, he said, is not just the build. It's everything. After all, most of us don't build a new home every day, so we don't know what we don't know.

Anthony believed there had to be a better way. He wanted to create an approach that respected the home-building vision, and equally, the skills and craftsmanship of the trades who are part of the process. He wanted to see effective communication, passion for attention to detail, and satisfaction in a job well done for everyone involved.

This is why AP Designer Homes experience starts long before the first soil is turned or the architect puts pen to paper. It starts with you talking, and us listening. Really listening.



BRAND STORY (CONTINUED)

From the first day of your project, we will be committed to your vision. We will be alongside you, supporting you as you go through the awe-inspiring process, finding and securing the right place to build, the build itself and beyond.

Not only does Anthony want you to have an extraordinary experience, he wants you to lead it. AP Designer Homes are driven by you, the owner of the home-to-be. We use state-of-the-art technology to provide you with real-time updates on build progress and approvals, backed by a commitment to open communication with you all along the way.

Where other builders shy away from involving you if they can, and aren't around when you need them to be, we believe your vision for your home can only come to be if we are talking and listening, and ensuring the work is on track, every step of the way.

Harnessing technology to give you full access and transparency through the process puts you front and centre of your build, in the driver's seat. You will be connected digitally so you can check in on progress anytime, step in to query or check whatever you need to, and be confident that what's supposed to be happening is actually happening, regardless of where you are.



BRAND STORY (CONTINUED)

You want to be delighted every time you walk into one of your new rooms? Well, so do we. You want to be proud of the style and finish of your whole home? So do we. That's why we lead a carefully selected team of architects, builders and quality tradespeople to complete your build.

The finest details that make your home truly your own are super-important, and our team know how to assist you to curate your individual personality into every room, every fixture and every fitting.

We are leaders in smart technologies and we can also help you integrate these technologies into your living experience in ways you may only have dreamt of, adding sophisticated convenience to your lifestyle.

At AP Designer Homes, we don't do ordinary. We aren't here to streamline a cookie cutter build. Our reason for being is to partner with discerning clients with extraordinary vision about the way you can see yourself living, in a home you can't wait to be living in. We are here to make sure that, long after you have moved in, you will be living the difference.



SOUTH AUSTRALIAN COMPETITORS

Scott Salisbury www.scottsalisburyhomes.com.au

Positioning

The market leader in custom luxury new homes and additions

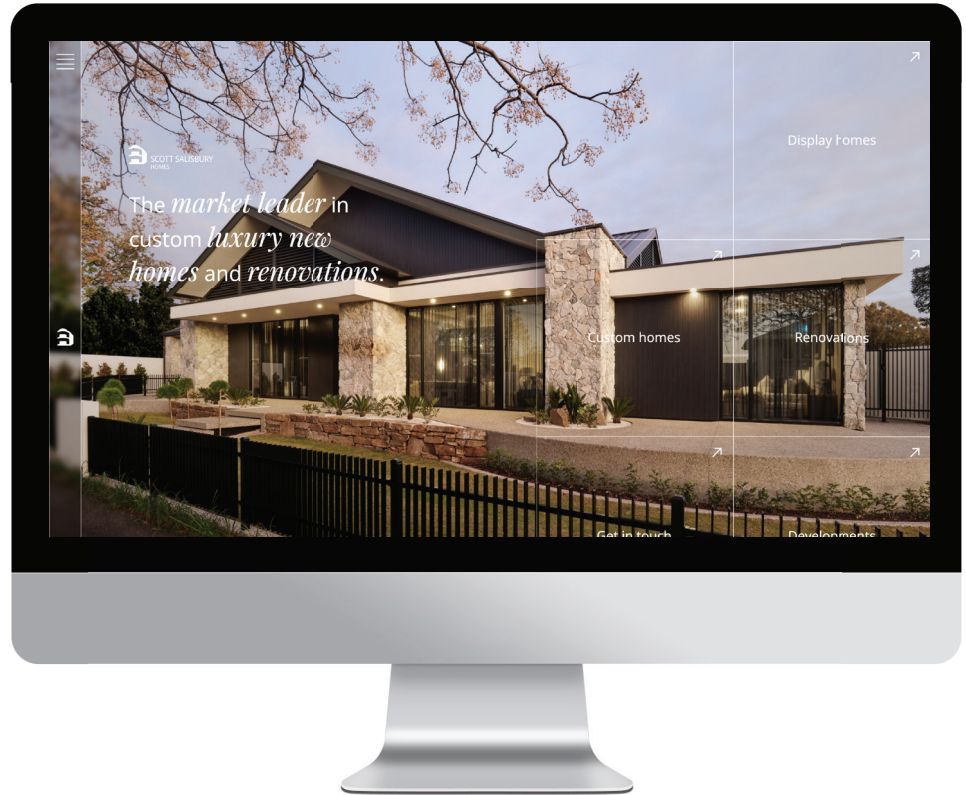
Brand Values

Market Leader, Luxury, Distinctive, Excellence, Award Winning, Experts

Social Media

Active on Pinterest, Facebook and Instagram





SOUTH AUSTRALIAN COMPETITORS (CONTINUED)

Klemm Homes klemmhomes.com.au

Note: A new logo and updated website from KlemHomes

Positioning

We Build Homes, We Build Homes, We Create Memories

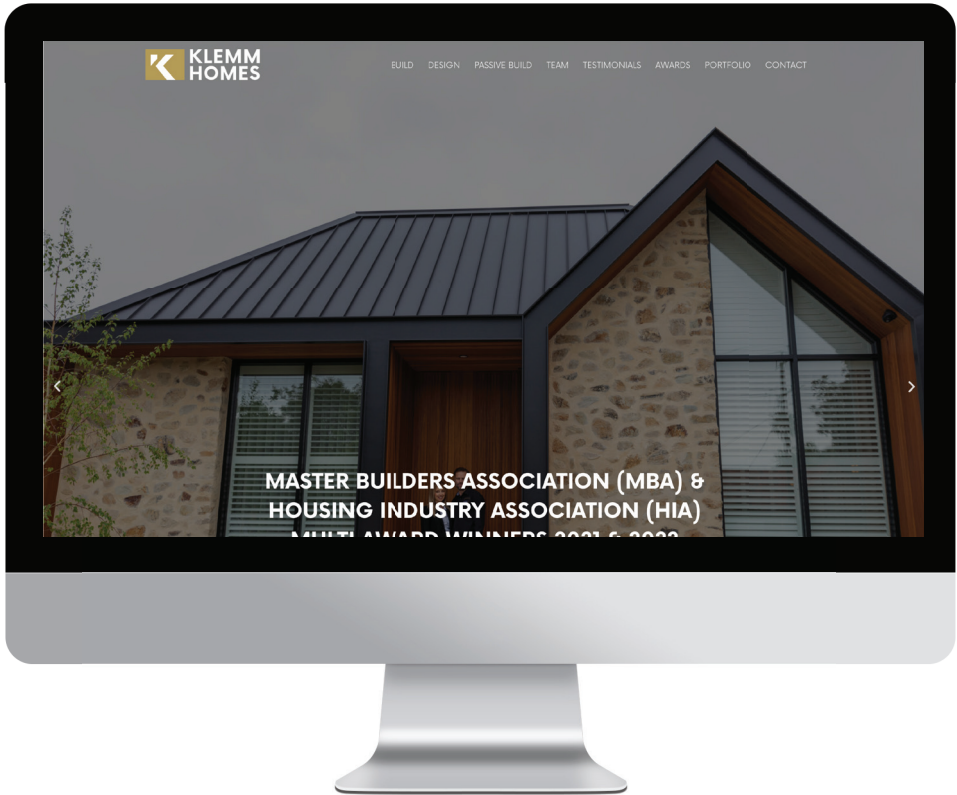
Brand Values

Luxury, Excellence, Integrity, Quality, Award Winning, Personal

Social Media

Active on YouTube, Facebook and Instagram





SOUTH AUSTRALIAN COMPETITORS (CONTINUED)

Samuel James www.samueljames.com.au

Positioning

Create the Extraordinary

Brand Values

Experience, Passion, Quality, 25 years, Independence, Trustworthy

Social Media

Active on Facebook and Instagram





TARGET AUDIENCES

The South Australian target audience for AP Designer Homes:

- Home builders and property developers - quality over price
- Customers who know the value of technology and their time in terms of accessibility to information
- Home builds starting at 1M and upwards
- First time home builders, who appreciate leaving the work in hands of experts. They enjoy the process of being led by expertise, and looking for high quality experience for both the journey and in the final output.
- Past home builders, who know what it takes to have a 'real' relationship with experts. They have seen it done poorly, and delighted to find a better way that puts them in the centre of the entire process. From vision to living.



MARKETING METHODS

How To Find These Customers

- **Discover you organically.** Search via Google, search via social media. The language, design and photography showcases your point of difference. They see and read and then seek to meet.
- **Customer Referral.** If you have past customers who fit the above audience profile. Go directly to them, update them on your new communication, site, brochure. Ask for testimonials. Ask them to refer. It will remind them of your work, and more likely to generate WOM referrals.
- **Advertising.** When they are searching - Google Advertising. When they are scrolling - Social Media Advertising.



MARKETING METHODS (CONTINUED)

- **Partner Referral.** Architects and engineers are great referrers, ideally those that align with AP Designer Homes approach, and work style.
- **Industry Shows.** Digital and Physical Events. Warm leads, as they are preparing and researching the industry, they are looking for partners/builders.
- **Media.** Media articles with focus on 'technology' and 'customer experience', showcase Anthony in industry and the problem you are helping to solve.
- **Industry Association.** Be involved in the SA industry and connect with referees across the industry. Attend and be invited to speak at events.



INVESTING IN MEDIA TYPES

Earned Media, Owned Media, Paid Media.

Owned Media

Owned media assets will create sustainability for the long term.

Includes:

- Website
- Customer Experiences : Communication + Technology
- Photography of Case Studies: Showcase the Journey

Earned Media

Earned Media will gain your notoriety through 3rd party endorsements.

Includes:

- Media articles: about customer experience building industry
- Mentions in others social media content - customers or industry
- Partners links from their website, comms, or social media



INVESTING IN MEDIA TYPES (CONTINUED)

Paid Media

Gain cut-through and reach a wider audience.

Includes:

- Focus on advertising to target audiences with nominated case studies, showcasing the journey
- Collaborate with others in paid media

Fig Tree recommends investing the highest value into owned media. Your owned assets - both digitally, customer experience and on site.

Earned media gives endorsements, and develops brand awareness in nominated marketplaces.

Utilise paid media for brand awareness and growth. Run for 90 days minimum, and then at seasonal peaks.



CUSTOMER: GROWTH VS ORGANIC

Business goals, aligned with the marketing strategy. Key areas for focus when looking for growth and organic reach.

Customer Growth:

1. Social Media
 - Advertising
 - Live Short Videos/Reels
 - Collaborations
2. One-One Communications: Customers + Partners

Organic Customer Growth:

1. Discover Organically
2. Industry Association/Trade Shows
3. Media - Tech and Customer Experience Articles



VALUE PROPOSITIONS

Create visionary lived experience for customers through fusion of service, communications and craftsmanship.

Vision and Journey

All Stages

In Drivers Seat

Technology

Quality Team Work

Team and Culture

Inspire

Planning

Archi

Select

Construct

Homes

Family



SHOWCASE YOUR DIFFERENCE

New Brand

- Showcase the new brand identity, across all areas.
- Brand story snapshots utilised in social, email, web, media.
- Photography style, as per brand to features across all areas.

Technology

- Visual of the technology screen that customers use and benefits to the customers.
- Customer as the centre of the tech usability, giving them control.

Customer Experience

- Each stage of the project phases and experiences are shown to add value to the customer.
- Testimonials, and reviews to build trust and peer-peer recommendations.

Our Work

- Use QR code across all materials that links directly to case studies, showing the entire process.
- Case studies showing people, and the lived experience.



MARKETING COMMUNICATION

CONSTRUCTION INDUSTRY: RESIDENTIAL

Marketing a services to the South Australian market:

- Customer Experience is Key
- Case Studies + People
- Broad Audience Attention - Becoming Known
- Brand Storytelling

Customer Experience

Showcase 'how' the customer experience is quality, with benefit to customers, from start to living. Communicate this across all media, and communication methods. Putting the customer at the centre of the outcomes, and delivering them high value sets you apart.



MARKETING COMMUNICATION (CONTINUED)

CONSTRUCTION INDUSTRY: RESIDENTIAL

Case Studies with Photography/Videography + People

A photography and videography style to be developed to represent the projects and case studies for AP Designer Homes. All projects to showcase people, and the stages from vision to final home being lived in. The full experience is what is to be shown, as this aligns with the brand strategy.

Broad Audience Attention - Becoming Known

Communicating to the full South Australian audience on the 'difference of experience' at AP Designer Homes, is ideal for the short and long term. Capturing who is in the market today, and also future customers.

There is benefit in creating brand awareness with the brand specifics. Rather than being seen as 'another builder', becoming known in your specific brand message, is the communication goal.



MARKETING COMMUNICATION (CONTINUED)

CONSTRUCTION INDUSTRY: RESIDENTIAL

Brand Storytelling

The brand story is to be established to communicate the core point of difference of the brand, the products and the people to the target audience.

The brand story merges the visual images, and written storytelling to represent the business across a broad range of communication tools and avenues.



AWARDS + PEER TESTIMONIALS

Awards

Whilst showcasing awards isn't part of the primary focus as AP Designer Homes, we highly recommend entering into awards with a key focus on 'customer experience' and 'craftsmanship'.

Testimonials

Testimonials are crucial for peer-peer recommendations to develop the trust factor for larger investment decisions.

Development of video testimonials is the ultimate approach in development of achieving the brand vision and ethos.

For those who aren't able to deliver video testimonials, using a rating system throughout the projects and then a final written testimonial.



CONTENT THEMES

Content Marketing to represent the brand's personality traits of **visionary, humble, leadership** and **listening**

The overarching recurring themes in marketing content are:

- Vision and journey
- Lived experience
- Craftsmanship
- Quality and collaboration
- Homes



AP INSPIRE

Inspiring people and inspiring spaces - beautiful examples of homes in build stage and finished homes and AP with clients, intended to capture potential clients and create emotional response to support choosing APDH.

Buildings, Exterior and Interior Inspiration

- Photography of stylish homes
- Interiors that you love to share with customers
- Photo of material selections: tiles, tapwear, fittings and fixtures

Inspiring People

- Families who you enjoy working with - families in the home
- Photos of people that are part of homes. Gives the home a life



AP PLANNING

Technical focus - supporting clients to engage with the planning process and APDH - makes this process feel supported and achievable.

“We lead across the planning phase, including engineering and council approvals.” Content that demonstrates client support and expert knowledge of the approval stage.

Planning Stage

- Words around what’s involved in planning stage of building
- Core language when explaining planning approvals. Consider these areas for planning
- Technical side of building - pics of planning with online tools
- Planning approval technology - tech, online visual of planning approvals
- Engineer reports, technical drawing graphics: highlight involvement in this stage
- Planning: be ready with defining your personal and family needs, council guidelines, sustainability features, energy efficiencies



AP ARCHI

Architectural phase: Engaging and working alongside our trusted architects throughout the design and documentation phase.

We know what quality architectural buildings look like, and that's what we showcase. Our architectural design and global view of architectural buildings.

Architecture

- Showcase photography that represents architectural homes built by APDH
- Where possible have people within photography
- Inspiring commercial properties and locations around the world
- Progression of architecture into the modern day
- Define what is architecture



AP SELECT

Selection of internal and outdoor, finishes and technology. Content including expert tips/traps in selection process, examples, latest/trending finishes.

Interior and Outdoor Selections:

- Trending design features, high end images of new products eg finishes/handles, taps, tech setup etc
- Fixtures and fittings photography, on site + finish selections
- New materials, technology, and how selections work beautifully in homes
- Lighting, tiling, fixture materials, stone, benchtops, flooring, heating, electrical
- Closeup photography of materials
- Interior and exterior homes fixtures and fittings photography: wide view



AP CONSTRUCT

Building stage of APDH. Showing the in-progress, and construction phase. Showcase the APDH team : trade, leadership, technology to support the construction phase.

On Site Photography/Video

- In Progress builds and construction, key build stages
- Images of new sites at final stages of completion
- Showcase technology, you are 'in the know' of each step of construction
- Project manager, and technology to keep you in real time, and in control of the build stage
- Customer service is key through the construct phase, as we guide you and the quality APDH team through each step of the residential construction



AP HOMES

Our homes are quality that you'll enjoy every day.

Live The Difference

APDH: Our Homes

- What I love about my house - close up focus of selections/features that are realising home owners' vision of how they want to live their life
- Bathrooms, talk about the flow and usability of APDH bathrooms in recent new builds
- Kitchens, the heart of the home. What you focus on with kitchens
- Living Areas. These zones give a sense of comfort and livability to all houses, APDH living zones are tailored for those who live there. Made to last
- Outdoor areas, aligns with both interior and quality built



AP FAMILY

Live The Difference with APDH. After handover, see people in their homes. Home owners, pets, families, extended family. It's how they live, that makes our work worthwhile

Live the Difference

- Finished homes, interior rooms and exterior photography with people living
- Variety of homes with single people, people with pets, families, people with extended family
- What is APDH Customer's focus: adding larger rooms for growing families, having room for pets, capturing the views of outdoors, home with natural lighting, open entertaining areas for family gatherings. Write and photograph what it means for them to live in their new home
- Testimonials, customer reviews, photography, videography, text-based



MARKETING: 1:1 COMMUNICATIONS

Two way communication, for customer experience and marketing outcomes.

APDH Real Time Technology

- Live feed in real time
- Reels/video
- On site recording tech

Customer Reviews, In Time Feedback

- Ratings/reviews
- Survey comments in each stage
- Case study longer format



MARKETING TOOLS - SOCIAL MEDIA + TECHNOLOGY

Social Media

Build community, supporters and future customers with social media. Tools will evolve over time, and keep a mindset of new technology that puts the customer at the centre.

- Live and Reels
- TikTok, Instagram

Facebook and other platforms for the traditional audience, we use to ensure we can advertise, but not our primary focus.

Video is key here, to 'show' how we are different.

Technology

Look to collaborate with others who align with the technology focus.

Start with 'real time' live technology, and once the brand is strong here, then extend to collaborate with others in this environment.



MARKETING TOOLS - EMAIL MARKETING

Email Marketing is recommended to keep potential, past and current customers engaged across the year. A resourceful tool that will generate organic reach, and aligns well with websites, and other communication.

Grow your database, grow your email communication with these techniques:

- Set up an email database list via Mail Chimp to collect databases for ongoing communication. Include sign up on specific areas on the website to tailor the reason for joining.
- Schedule bi-monthly email communication. Keep subscribers informed with bi-monthly eDM updates.
- Encourage subscribers to sign up on the website, social media posts with articles and links to subscribe.



MARKETING TOOLS - INFLUENCERS/ADVOCATES

A growth strategy in reaching audiences within Social Media is to engage with Social Influencers and Advocates.

The types of influencers and advocates we are recommending

- South Australian brands - eg homeware stores, architects, interior designers.
- South Australian people - eg past customers, professionals.

Rationale:

- Brings attention to a new audience that doesn't already know about the brand and business – brand awareness.
- Association with influencers who hold similar values, provides collaboration opportunities.
- Engaging an audience within popular social media platforms identifies AP Designer Homes as a modern, influential brand and business.
- Create an outcome to increase followers, and grow the email database.



MARKETING TOOLS - CUSTOMER RETENTION + WORD OF MOUTH

People talk to friends and family at every stage of their building, and about their property. This gives customers an opportunity to share your business.

- Business card with QR code, to download address into phone contacts
- Make eDM's easy to share with their friends and family
- Mention customer names and accounts in social media (stories and posts). They will share to their network, when they are tagged/mentioned.

Many customers will be repeated property buyers, and hence the experience they have with you on one project, will lead to future projects.

Being top of mind in future years is all that you will need to do. They will remember, by seeing you across social media, eDM's, and any future communication areas that will evolve over time.



LAUNCH + FUTURE PLANNING

Launch

- Branding across all communication and tools
- Social media live, posts, stories
- 1: 1 communications, accessible content

Future Planning

- Customer experience across the journey. Setup surveys, and interactions to capture customer feedback and comments.
- Case studies with photography and video for completed, and in-progress. Focus on the highlighting the best experiences.

