

# ONE ROOF



*The TVC that went through the roof*

## Challenge

The goal of this campaign was to increase brand awareness. We needed to see more people, unprompted, recognising that OneRoof is the place to buy and sell property.

## What we did

The integrated campaign included digital, print, radio and video, linked with the proposition of OneRoof being a place where people can find out *what's for sale and what it's worth*. To create relatable environments on screen and in print, we cast warm and diverse talent, filmed in a variety of locations and subtly blended natural product placement and brand cues to evoke the excitement of searching for and buying property.



**55%**

Increase in unprompted awareness YOY

**30%**

Increase in brand recall YOY

**100%**

Brand preference doubled YOY



## CASE STUDY: ONEROOF - BRAND TVC

Group Creative: Graham Dolan, Graham Stride Sound & Vision Creative Christian Goeffic, Hebe van Schagen, Allan George

**BE SEEN. BE HEARD. EVERYONE'S HERE.**