

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.

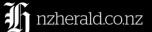
55%

Increase in unprompted awareness YOY Increase in brand recall YOY

30%

100%

Brand preference doubled YOY





CASE STUDY: ONEROOF - BRAND TVC

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MEDIA AND ENTERTAINM