

# **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.

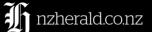
## 55%

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