



BUILDING EXCELLENCE SINCE 1958

INTRODUCTION TO BRIEF

BUILDING EXCELLENCE SINCE 1958

ROUTE OVERVIEW

At its heart, our 60 years celebration activity is as much about building trust and excellence as it is about our building achievements. We'd like to support these themes with real examples of the great places, excellent design and forward-thinking mindset customers can rely on from Barratt.

Inspired by the principle that 'seeing is believing', our three remaining pillars will feature safe, peaceful, familiar real-world settings combined with insight-driven messaging in a warm, friendly tone of voice.

This approach marries the emotional with the rational – showing customers how great life with Barratt could be, while reassuring people we consider their practical priorities.

Each idea we've developed works with a range of calls to action.

Call to action options:

DISCOVER BARRATT DESIGN

FIND YOUR PERFECT HOME NOW

COME AND VISIT

BOOK A VIEWING

REQUEST A CALLBACK

FIND OUT MORE

PILLAR 2: GREAT PLACES

SEEING IS BELIEVING #1

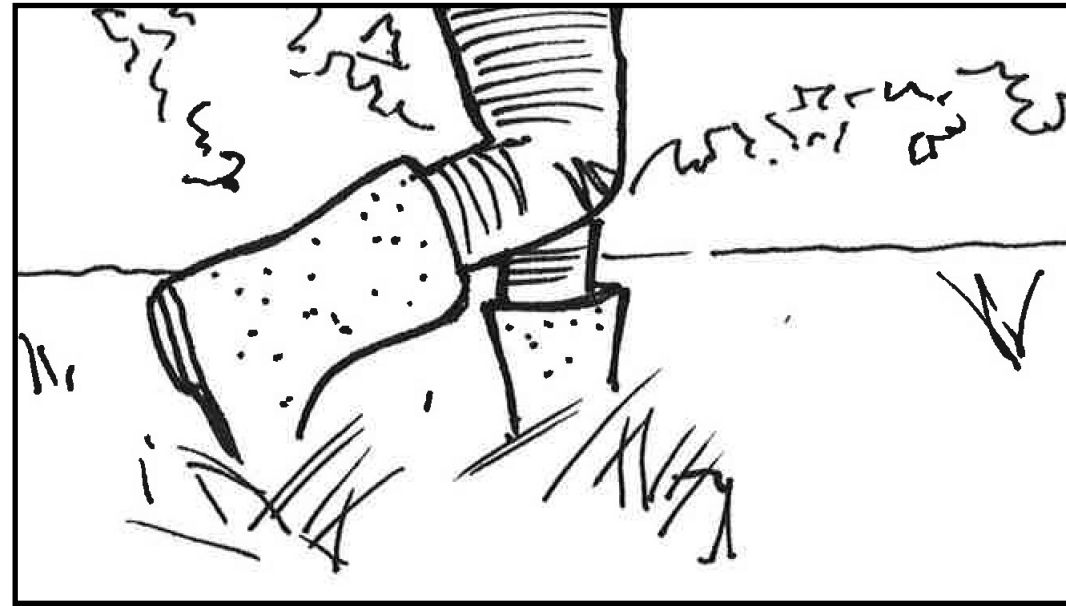
Great Places is all about giving customers reasons to trust and believe in Barratts by showing them instantly recognisable scenes of safe, peaceful places. We will use exterior live action drone fly-through to move between familiar, aspirational scenes of everyday life in and around a flagship development.

At key points, we will highlight features of the space through simple supers that insight tells us are important to customers – for example green spaces, safe streets and play areas.

GREAT PLACES FILM

ART DIRECTION

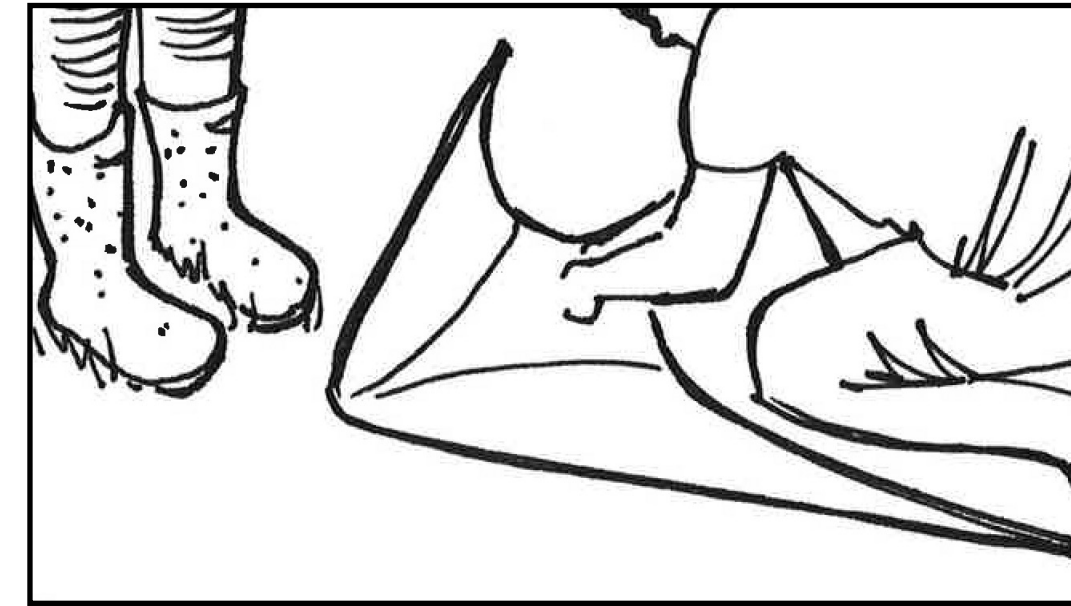
Using motion cinematography to create a continuous fly-through shot showing scenes of peaceful happy living, with key messages in on-screen captions.



Drone footage of girl running on grass



Pull back to reveal she is near houses on development



She stops next to her father who is preparing a kite to fly



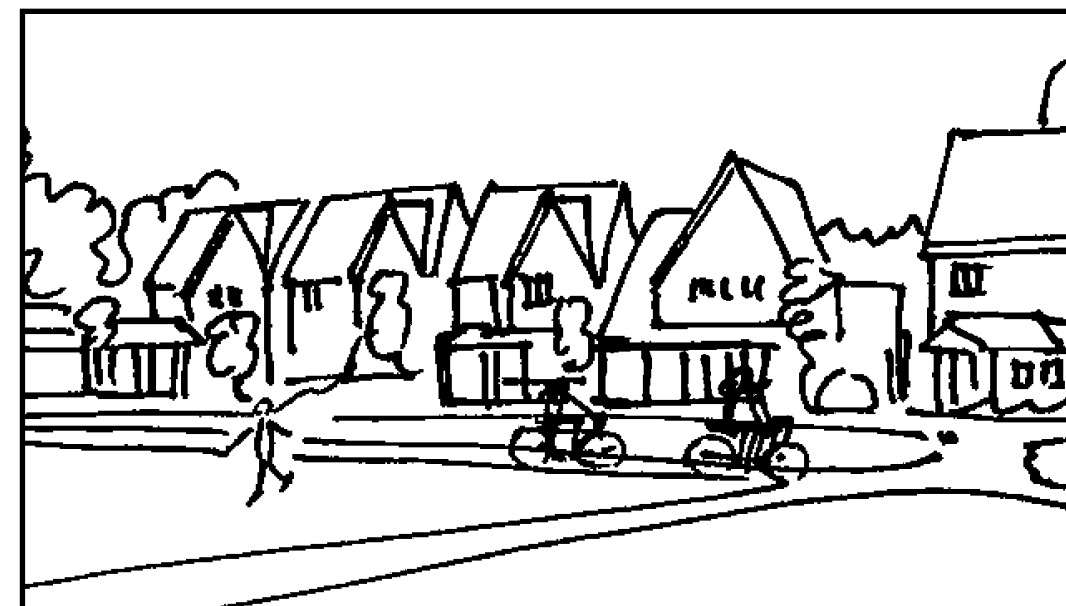
FOR 60 YEARS WE'VE BEEN CREATING SAFE GREEN SPACES

Wide linking shot of people enjoying open space

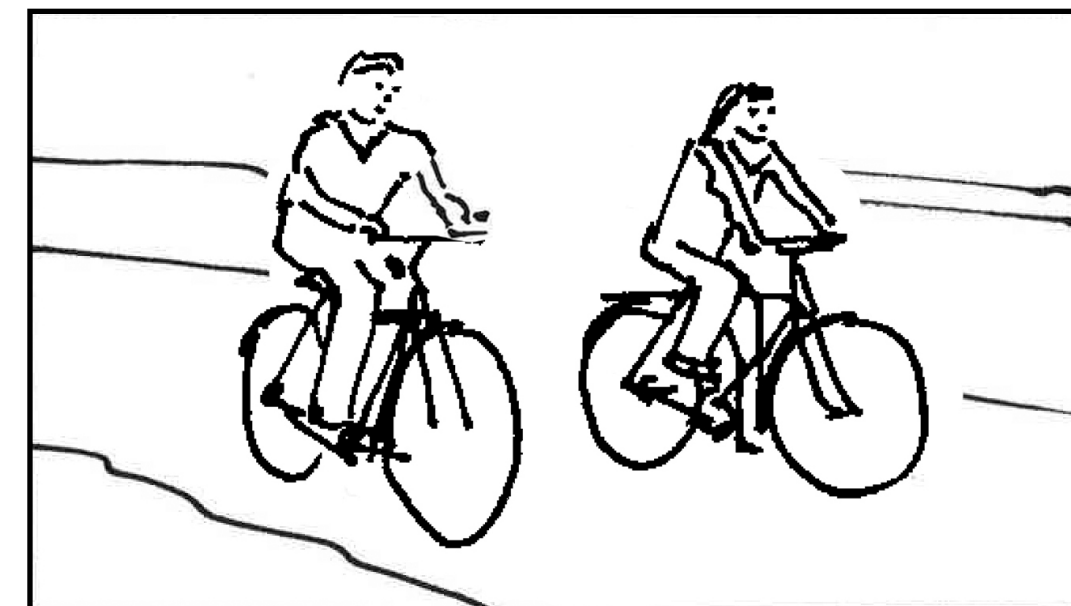


WHERE YOU CAN FLOURISH AND GROW

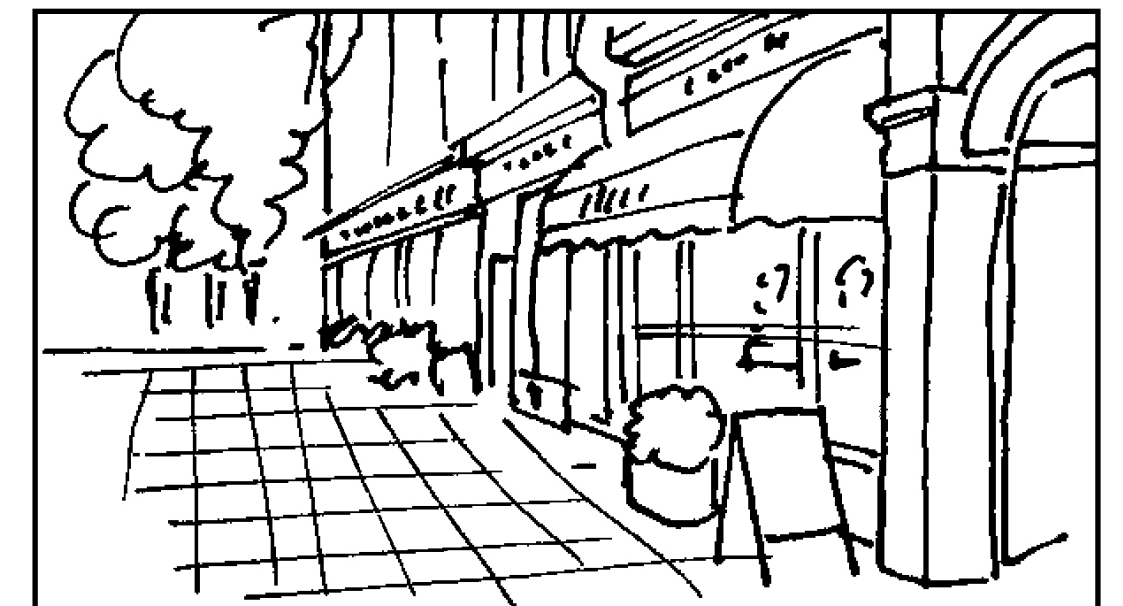
Close in on older couple in communal garden / allotment



Wide shot of cyclists riding through development



WITH PEACEFUL PEOPLE-FRIENDLY STREETS



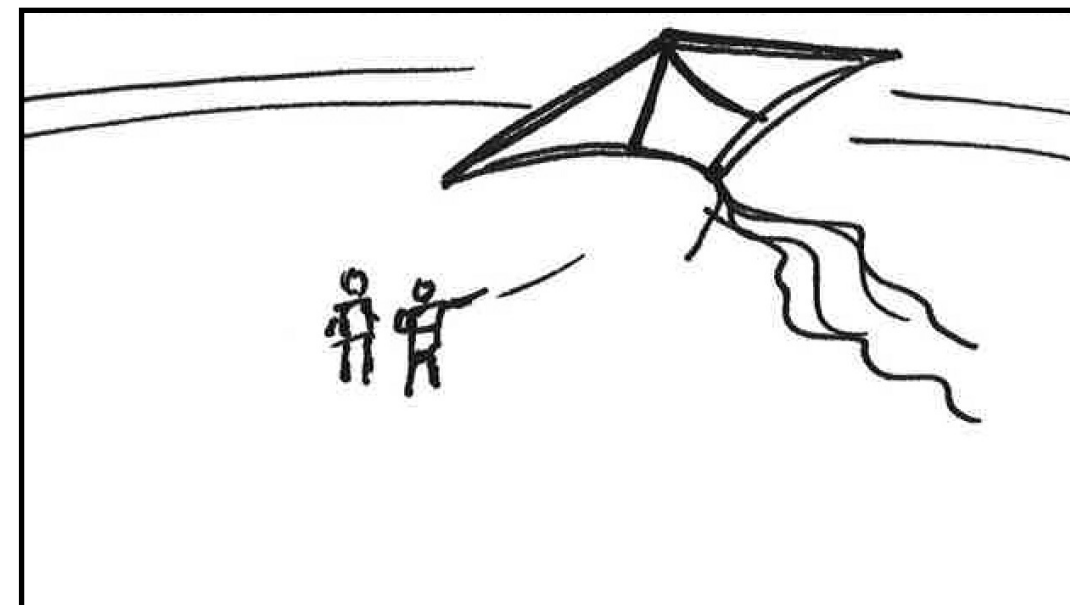
CLOSE TO EVERYTHING YOU NEED

Cyclists end up at shops



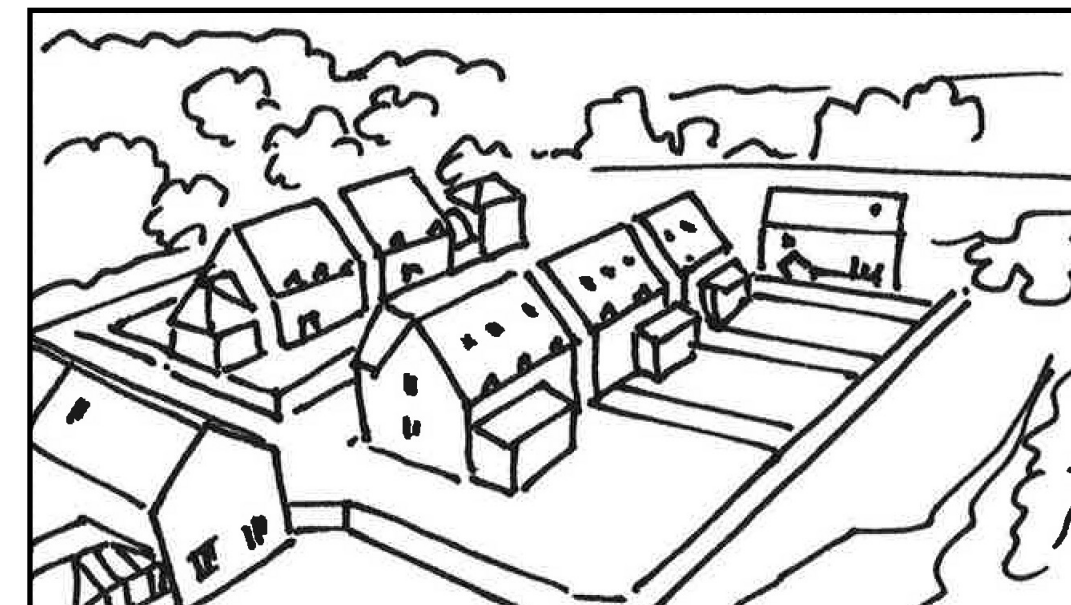
OUR PLACES ARE DESIGNED FOR HAPPY LIVING

Return to father and daughter who now have kite in the air

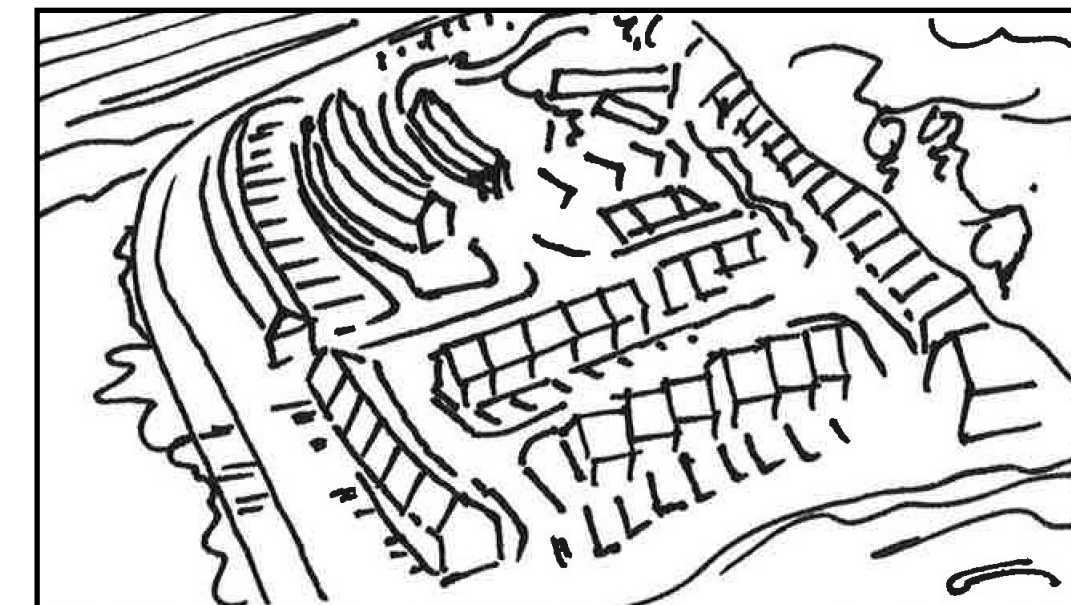


JUST LAST YEAR WE WELCOMED THOUSANDS OF NEW HOMEOWNERS

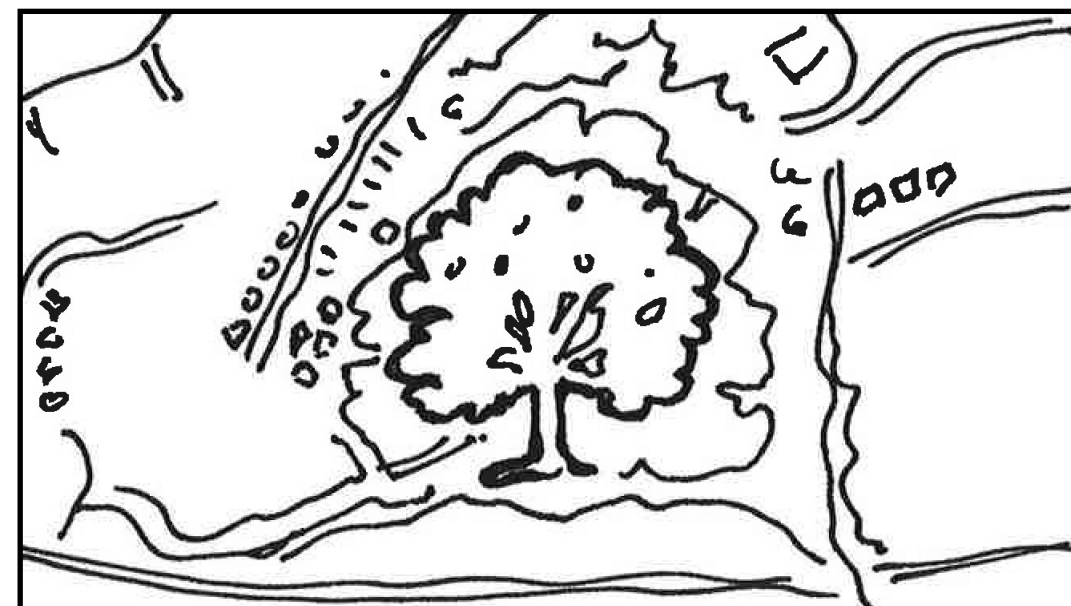
Drone shot follows kite up and above development



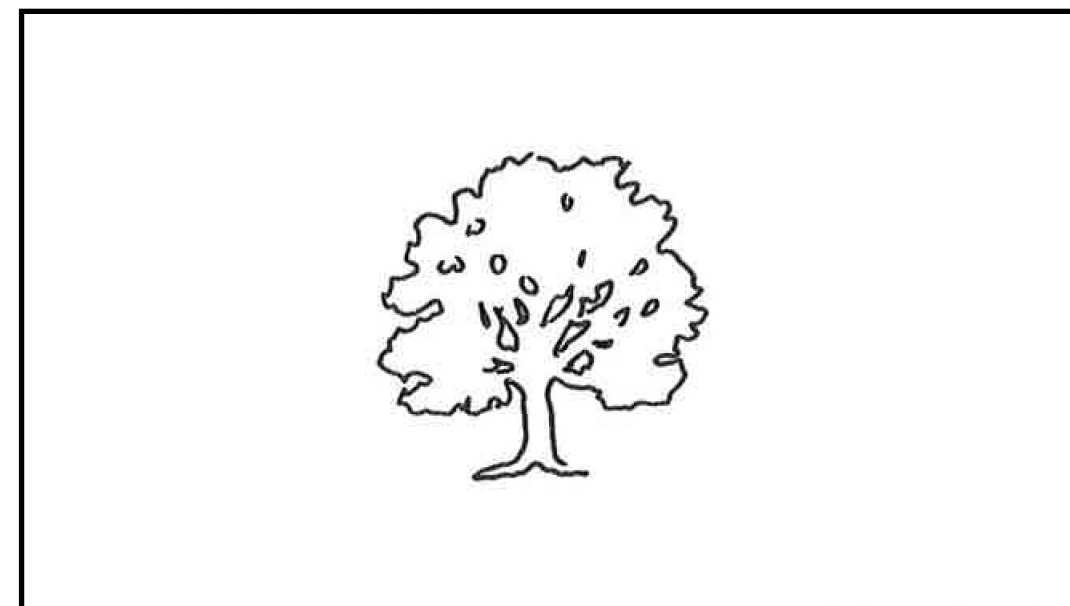
AND WE'RE PROUD THAT OVER 90% WOULD RECOMMEND US



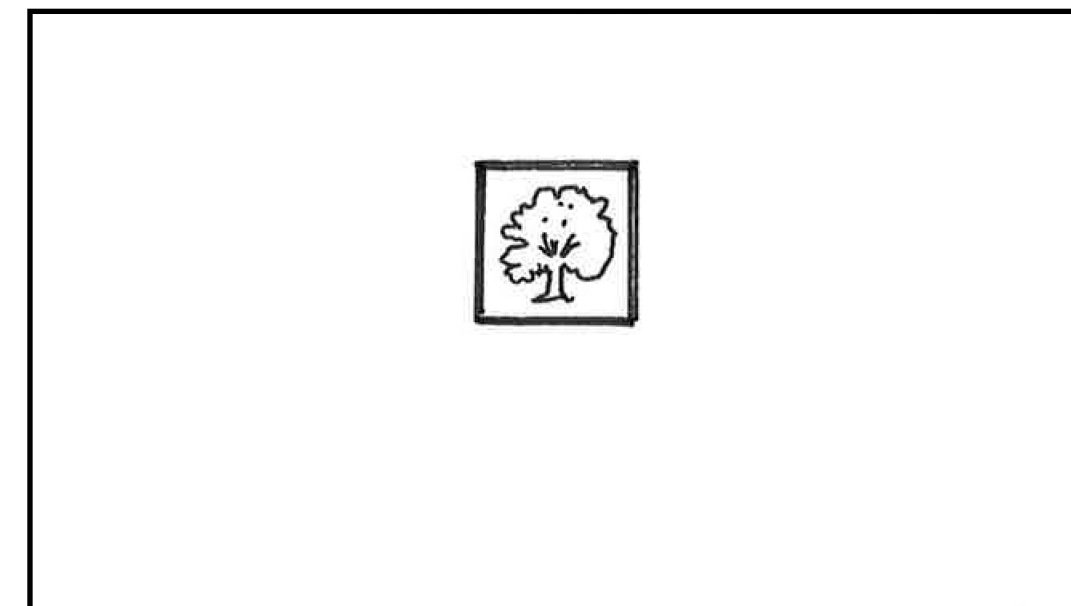
WE'D LOVE TO WELCOME YOU TOO



Drone shot of development from high above which merges with tree from logo



Final sequence follows Fireworks' - logo builds on screen



DISCOVER YOUR PERFECT PLACE TODAY
→ BOOK A VISIT

KEY VISUAL

In the final sequence of Great Places, the camera ascends to provide a bird's eye view of the development, which then transforms into the shape of the Barratt oak tree before transitioning into the logo. This echoes the launch film and provides a recurrent motif across the suite of assets.

GREAT PLACES AMPLIFICATION

#GREATPLACES SOCIAL CAMPAIGN

Using eCRM and social to share the Great Places video, we invite Barratt Homes residents to share pictures of the great places they live across Facebook, Instagram and Twitter using the hashtag #GreatPlaces. The best picture, chosen by our CEO, wins a choice of prizes – for example, a garden makeover or outside furniture set.

SAMPLE COPY

ORGANIC INSTAGRAM (125 CHAR AND 5–10 HASHTAGS)

What do you love about where you live? To celebrate 60 years of building excellence, we're inviting you to share pics of your favourite spot around your #BarrattHome. Post your pic and tag it #GreatPlaces by [date] for the chance to win a [prize] #BarrattHomes #newhomes #ilivehere #lovehome #loveoutdoors

MPU SAMPLE COPY

1. Love where you live?
2. Tell us about it.
3. Share a pic of your favourite spot for the chance to win.
4. Twitter | Facebook | Instagram
#GreatPlaces

PILLAR 3: DESIGN

SEEING IS BELIEVING #2

The Design pillar continues to give customers reasons to trust and believe in Barratt by showing them a scene of harmonious family life within the well-designed home interior. The Design video will follow the kite-flying family we met in Great Places into their Barratt home using a flowing Steadicam style.

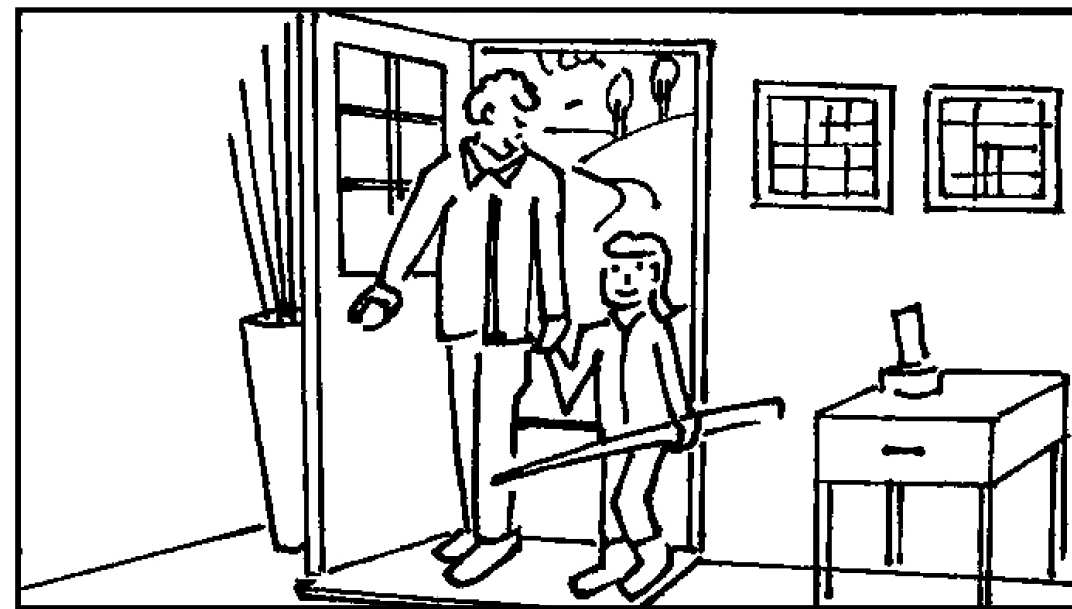
As the family settles in, we will observe how they make use of each well-designed home space, moving between rooms and pausing in slow motion to pick out design details that we know, through insight, are important to customers.

DESIGN FILM

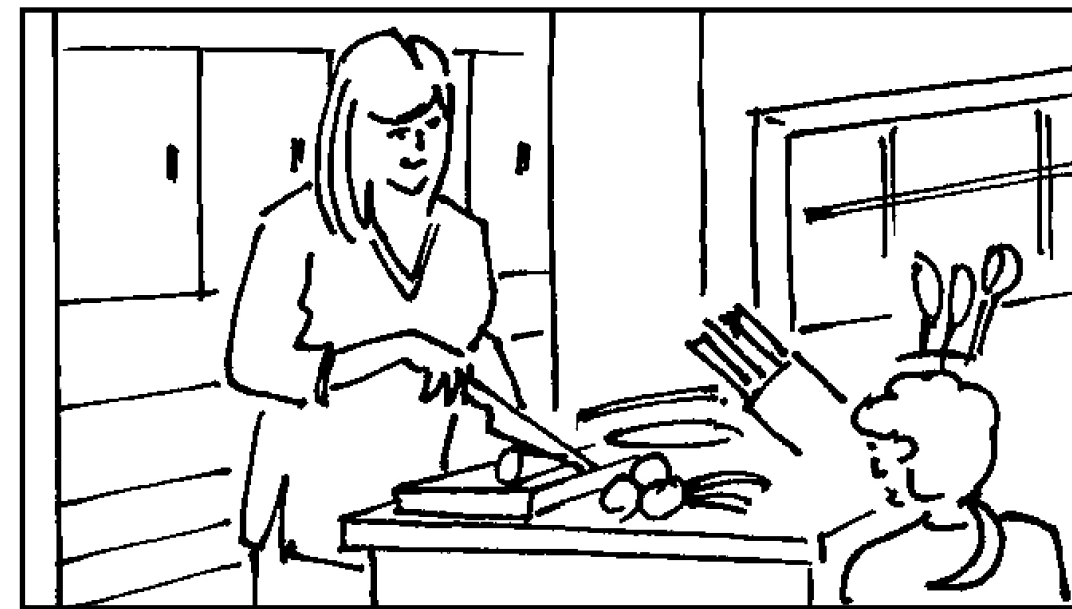
ART DIRECTION

Using Steadicam fly-through to create a continuous, live action shot depicting scenes of happy family life. Each scene will slow as we draw attention to details of the design environment with simple on-screen supers.

We've used a Barwick 3-bed home for illustrative purposes.

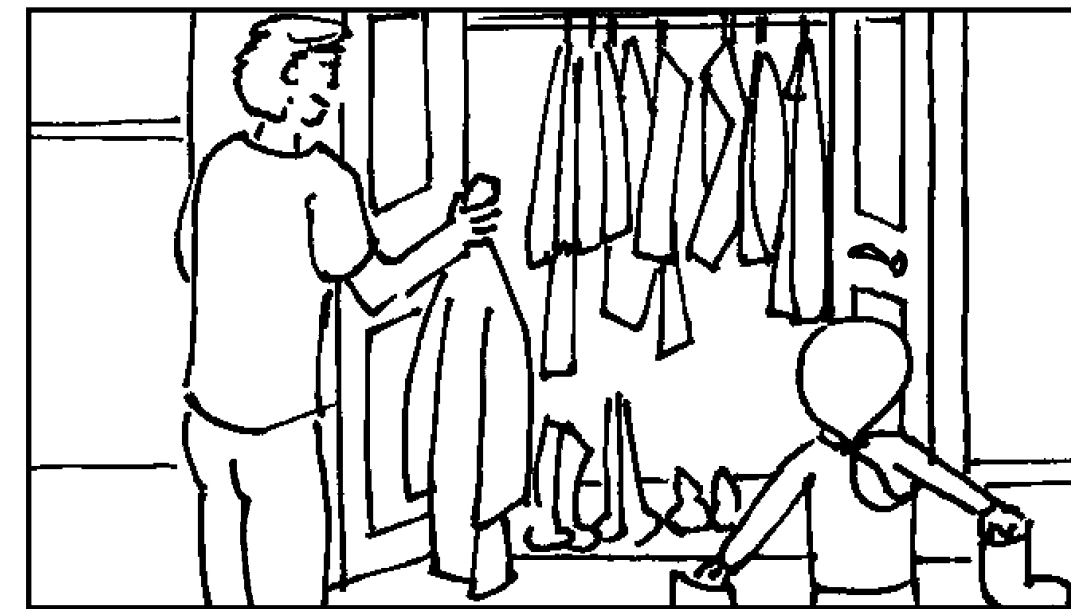


Opening shot of same father and daughter who had been flying kite, coming back in to their home



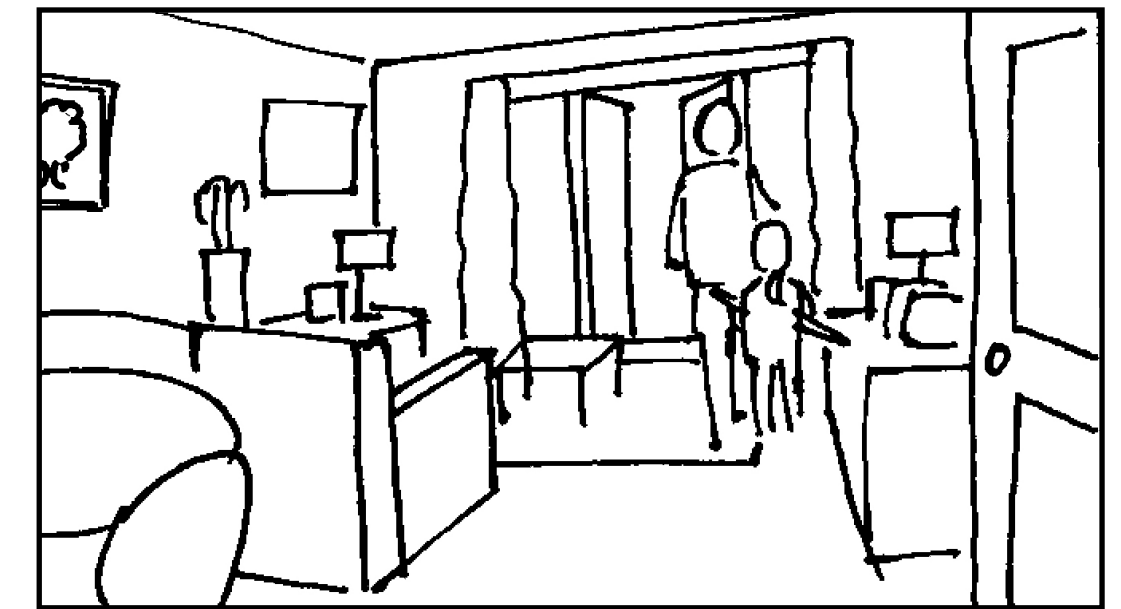
WE'RE CLEVER WITH OUR HOME DESIGN

Daughter greets mother preparing food in kitchen



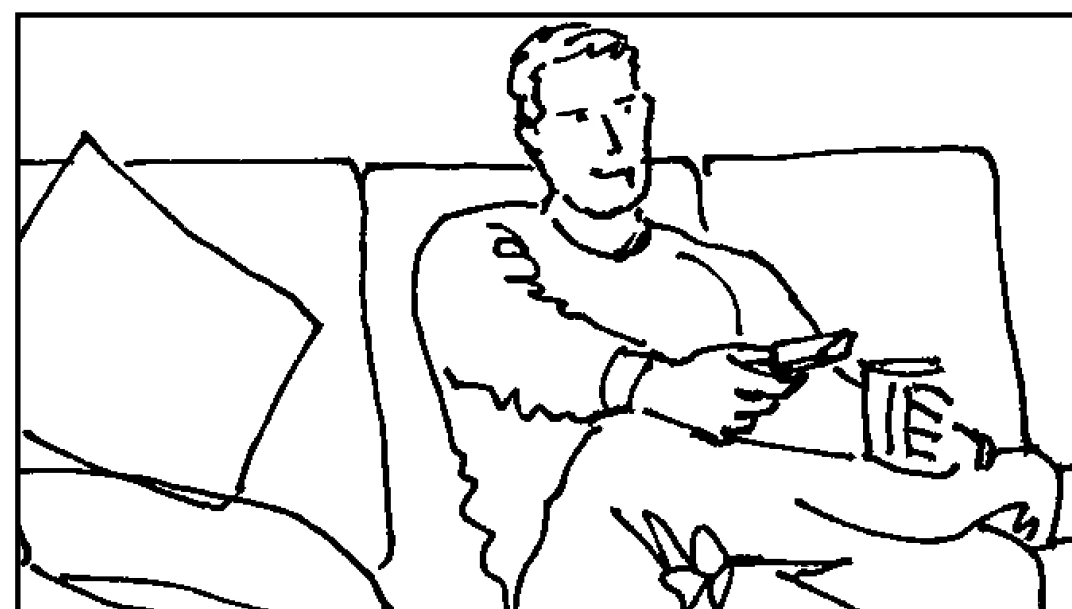
SO YOU CAN FIND A PLACE FOR EVERYTHING

Father and daughter put coats and boots away



AND WHAT YOU NEED

Father and daughter walk through to lounge and out back to put kite in shed



IS JUST WHERE YOU NEED IT

Dad flops down on sofa and plays with phone which had been charging

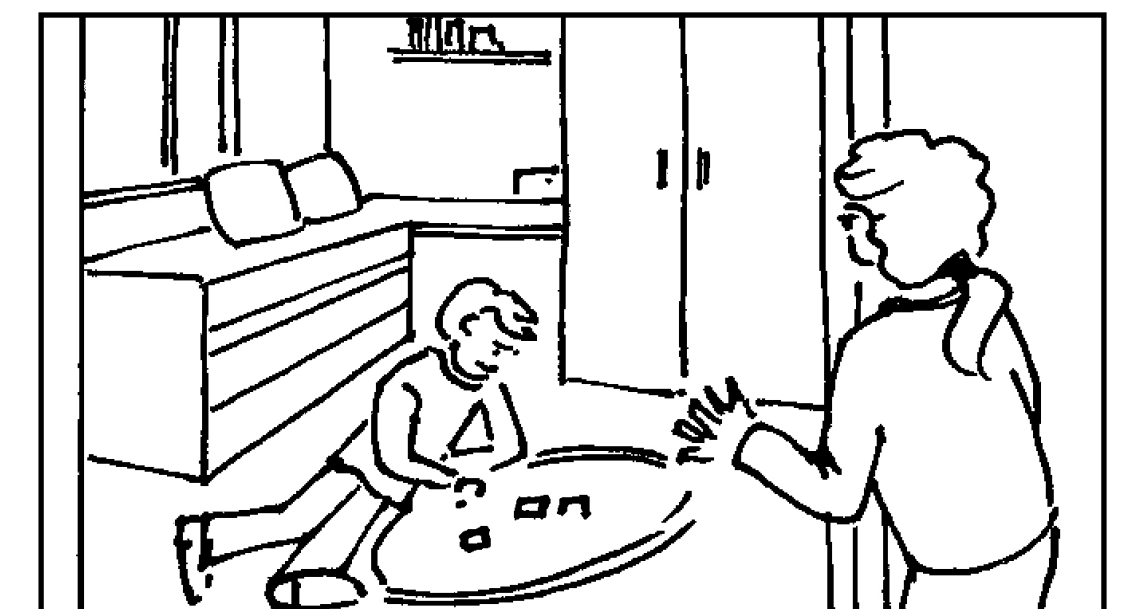


IN ROOMS LAID OUT FOR LIFE

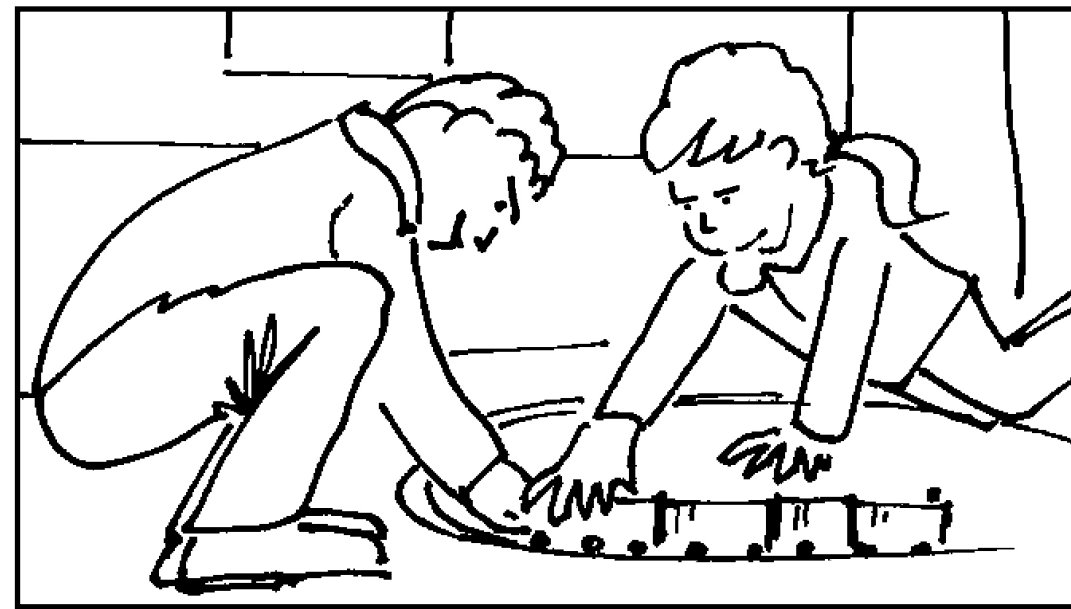
He lifts up daughter who has come back in



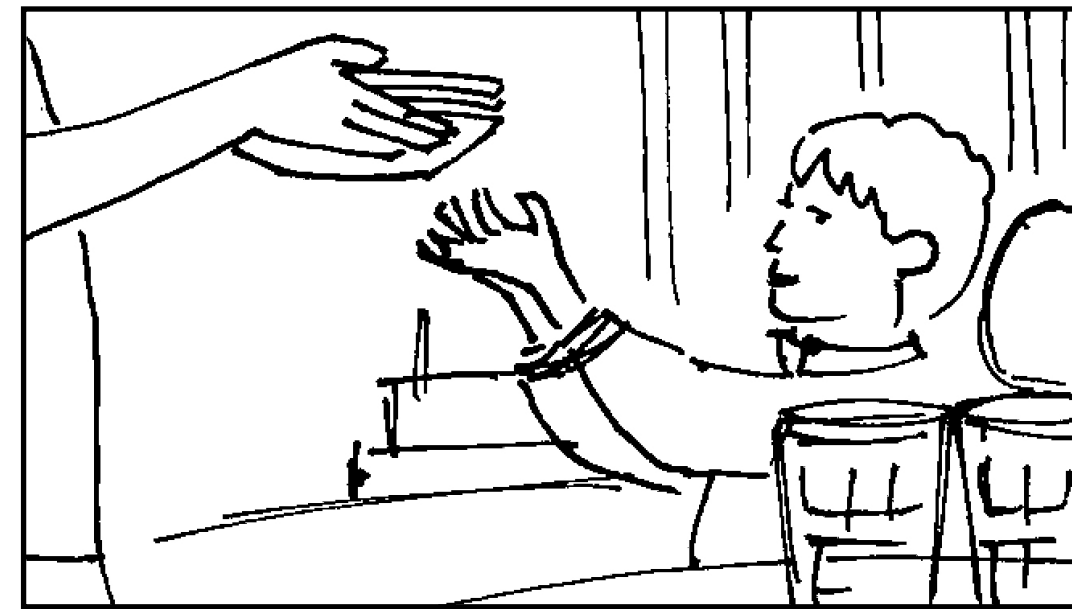
Daughter then runs upstairs and we follow her. She greets brother in bedroom playing with train set



WITH PLENTY OF SPACE FOR ALL THE FAMILY



They play together



AND CALMING NATURAL LIGHT

Kids help mum and dad carry food through and lay table



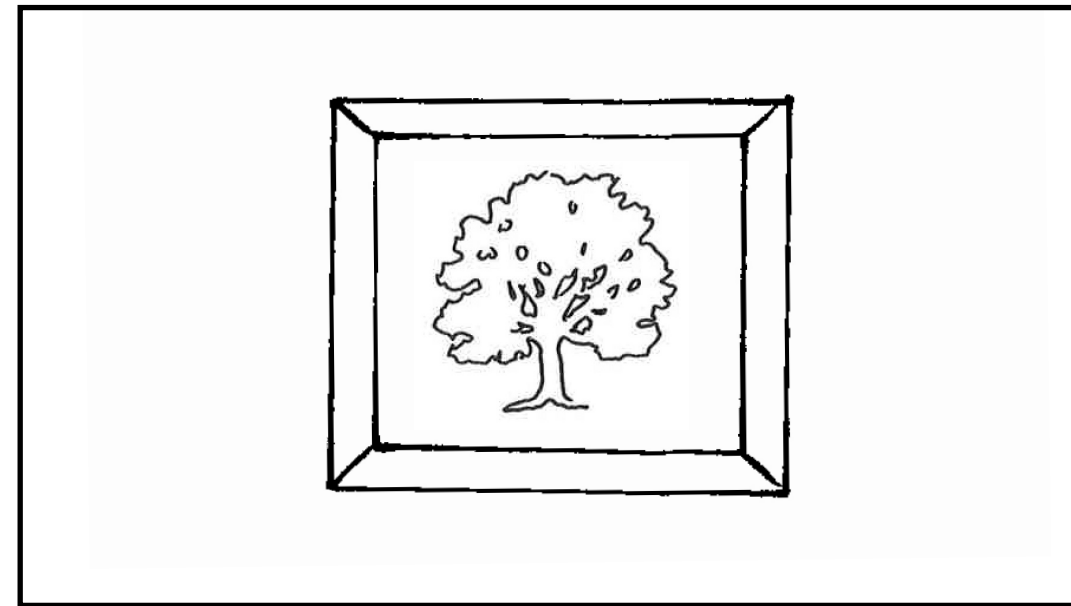
TO KEEP YOU UPBEAT AND YOUR BILLS DOWN

Dad is laying table in lounge. Wide shot showing light in room



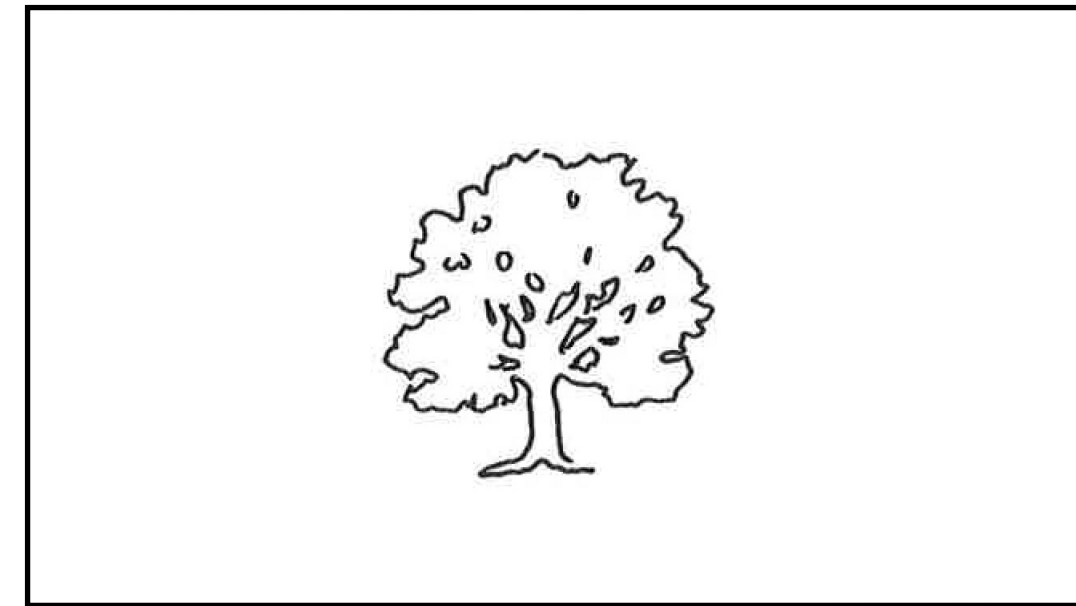
WHATEVER LIFE YOU CHOOSE

They all settle to eat

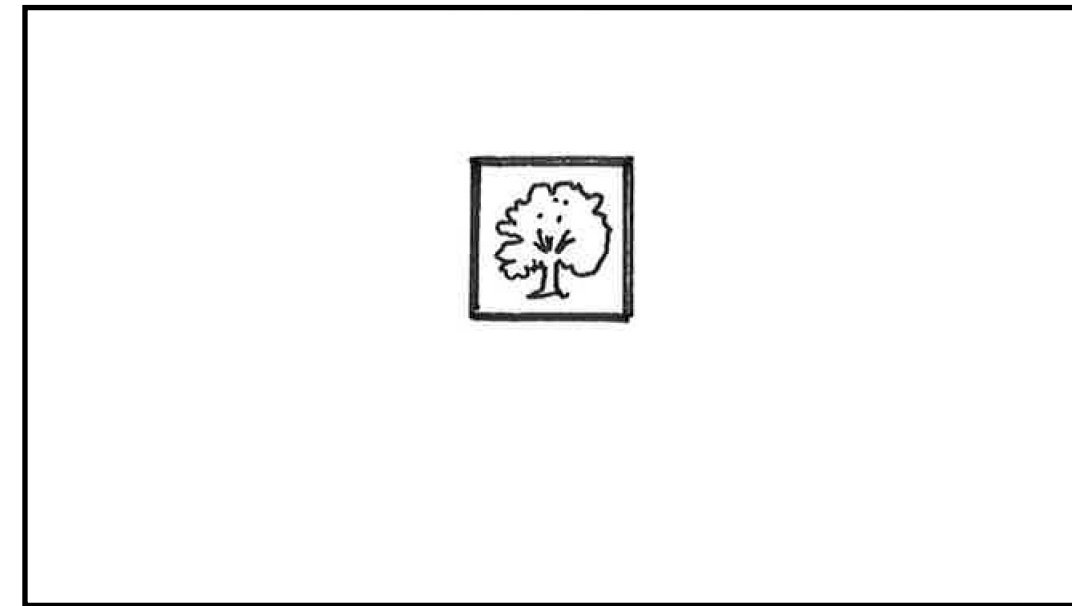


OUR HOMES ARE DESIGNED AROUND YOU

Camera focusses and zooms in to picture on wall of tree.



The tree in the picture merges with Barratt tree in logo to start the end sequence



FIND YOUR PERFECT HOME TODAY → BOOK A VISIT

KEY VISUAL

In the final sequence of Design, the camera focuses on an oak tree artwork in the backdrop of the dining scene on the family's wall, which then transforms into the shape of the Barratt oak tree before transitioning into the logo.

DESIGN AMPLIFICATION

HEART OF THE HOME EVENTS

Regional teams invite potential buyers to pop in to a development for afternoon tea or coffee & cookies in celebration of 60 years of building excellence. In keeping with the 'seeing is believing' theme, these exclusive invitations and events encourage people to spend time in a Barratt Home, with a focus around the heart of every home – the kitchen table. Rather than book a formal showhome visit or tour, interested buyers can socialise, ask questions, get a feel for a Barratt Home and enjoy free treats in a relaxed, no-pressure environment.

ECRM INVITE - SAMPLE COPY

Option 1 – 1950s styling, cakes and crockery

Your exclusive invite to afternoon tea around the kitchen table

Dear [name]

To celebrate 60 years of building excellence, we're inviting you to a special 1950s-style afternoon tea in the heart of your local Barratt Home. Enjoy free treats, round-table conversation and the chance explore the flexible, multi-purpose spaces that have made our homes perfect for happy living since 1958.

RSVP now

ECRM INVITE - SAMPLE COPY

Option 2 – present-day styling, cookies and coffee

Your exclusive invite to coffee & cookies around the kitchen table

Dear [name]

To celebrate 60 years of building excellence, we're inviting you to a special afternoon in the heart of your local Barratt Home. Enjoy free treats, round-table conversation and the chance explore the flexible, multi-purpose spaces that make our homes perfect for happy living.

RSVP now

PILLAR 4: LEADING THE WAY

HOMES OF THE FUTURE FILM

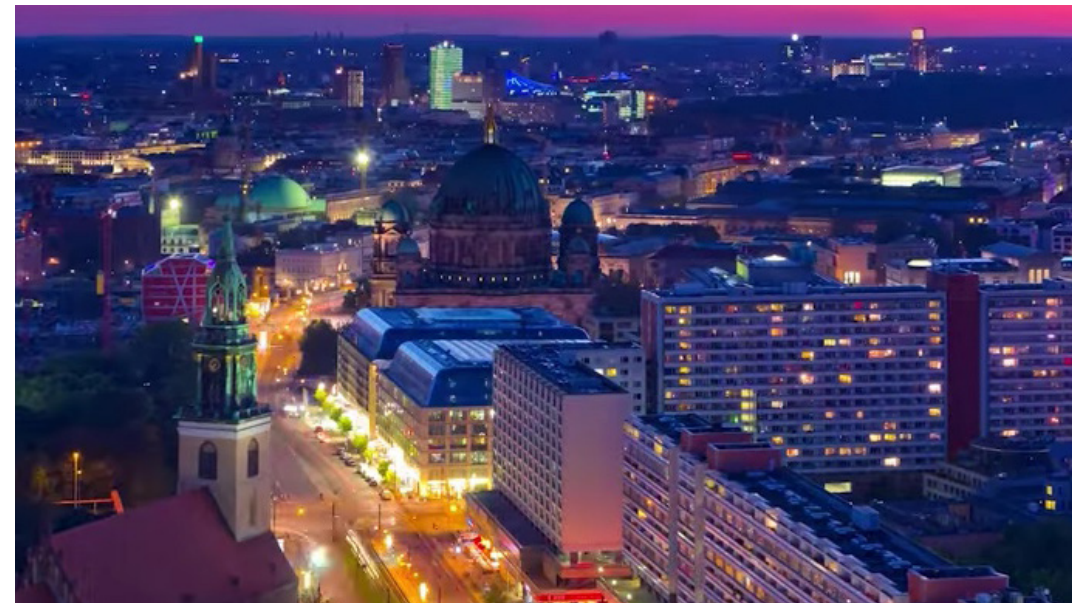
Our Leading The Way pillar builds on the tangible, solid reasons to trust and believe in Barratt by showcasing the forward-thinking approach we take to new home-building. Using motion timelapse – a visually powerful and innovative filming technique – we will compress the build time on a flagship new home.

As the build progresses, we will use scripted, on-screen supers to demonstrate our credentials in eco-sustainability, pioneering innovation, home economy and commitment to building best practice as the UK's unrivalled homebuilding leaders, including relevant awards and industry recognition.

LEADING THE WAY FILM

ART DIRECTION

Using motion timelapse photography to create a compressed video depicting a flagship home build. At key points, we will draw attention to examples of building excellence with simple on-screen supers.



Berlin - sample film



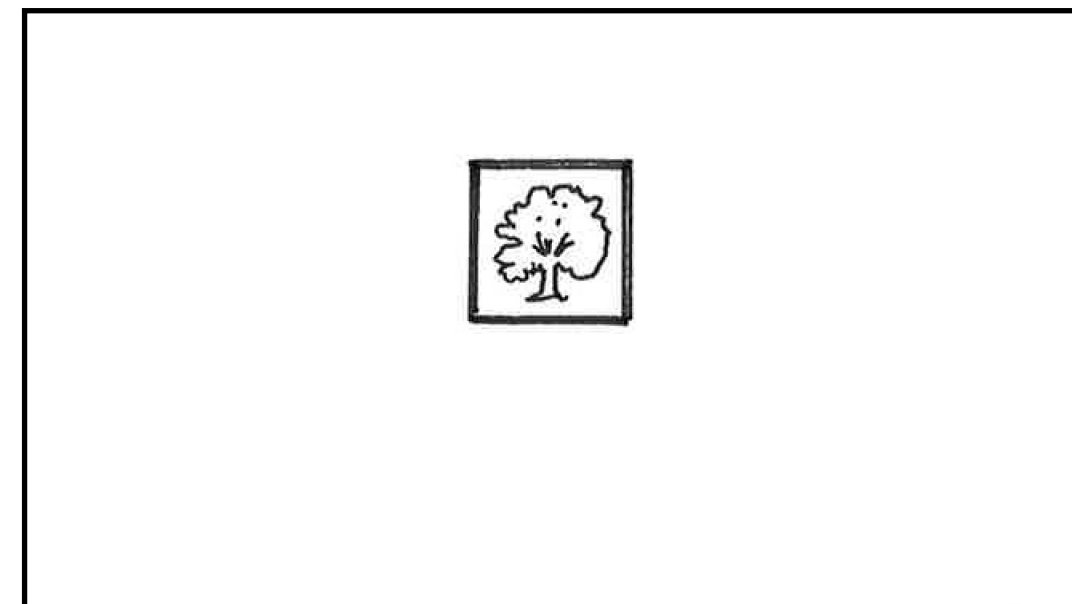
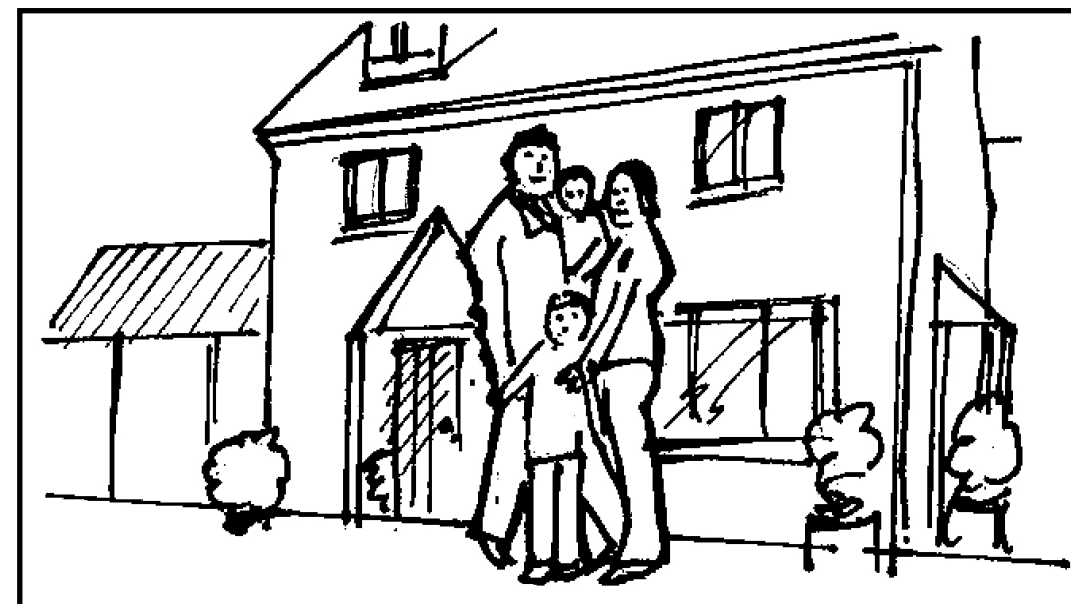
BBC - sample film

OPTION 1

We use multiple motion timelapse shots – in wide, medium and close up – to show the build progressing with details of our innovative design features picked out in simple on-screen supers.

OPTION 2

We use a single motion timelapse shot – in wide – of the build progressing, using supers to point to and pick out details of our innovative design features.



KEY VISUAL

In the final sequence of Leading The Way, the camera focuses on the arc-shaped outline of the family, which then transforms into the shape of the Barratt oak tree before transitioning into the 60-year logo.

LEADING THE WAY AMPLIFICATION

THE HOUSE THAT YOU BUILT EXPERIENTIAL

This experiential activation aims to encourage buyers and potential buyers to engage with their new off-plan home emotionally by getting involved in the build. For a limited time only, select customers are invited to visit the site of their new home and take part in building activity, e.g. bricklaying, planting etc.

TREE AND RSPB BIRDBOX OFFER

A time-limited incentive offer in celebration of the end of our 60th year and to show our commitment to sustainability. Looking ahead to the next 60 years – all new customers who buy before the end of the year receive a sapling and an RSPB birdbox for their new home.

SAMPLE COPY

PLACES YOU CAN GROW

To celebrate all the ways we've grown in the last 60 years and with an eye to the next 60 years, we're offering all new homebuyers a free tree to plant in their Barratt Homes garden and an RSPB bird box to encourage wildlife. Offer open until [date].

DESIGN FOR LIFE

INTERACTIVE PDF MAGAZINE

Throughout 2018 our 60 years activity will generate a wide variety of rich content that supports our brand positioning as unrivalled homebuilding leaders, from videos to testimonials and events. We propose capturing and presenting some of this creative alongside specially commissioned editorial content in a digital interactive pdf (suitable for printing) to conclude the year's activity.

Editorial content ideas

- Behind the scenes expert interviews – e.g. with Bob Meanwell and Michael Finn.
- Happy resident case studies – focus on quality, place, design and sustainability.
- Timeline of Barratt Home's history.
- Focus on: design features, e.g. the swift brick.
- How to: get the most from the buying process.

- Special feature: flagship development e.g. Hanham Hall.
- Celebrity or expert tie-in: e.g. Kirsty & Phil on why it's essential you view before you buy.
- Embedded pillars videos with complementary floorplan infographics detailing great places and design key features and proof points.
- Single-page features: e.g. on winner of 'See It To Believe It' photo competition, awards and achievements.
- Strong calls to action throughout with outbound links:
 - Find your perfect home – link to postcode finder.
 - Our doors are open – link to booking.
- Single-page adverts: e.g. Heart Of The Home promotion; time-limited free tree and bird box promotion.