



How to win sales

# An Integrated Business-To-Consumer Case Study

## Client

Beazer Homes – Birmingham.

## Market

House building.

## Objective

To increase footfall across all 25 sites in the West Midlands and attract the right visitor profile.

## Background

Beazer Birmingham (now separated into two operating regions) was, at the time, the biggest of any region within the UK – chasing 750 sales and completions per annum.

Strategically, Beazer had changed its product mix to include more upmarket sites and bigger accommodation. The promotional activity did not reflect this change and, consequently, site traffic and sales were down against target.

## Strategy

To ensure that the agency's presentation contained the right propositions correctly communicated to the target audience, McConnells decided to conduct its own market research within the primary catchment areas – covering both site exit and “high street” points. The research findings showed that while new home buyers had a high unprompted recall of the Beazer name, their perception of the product offering was completely at odds with the up market move. Buyers were totally surprised by the style, space and finish of the new Beazer Homes.

This called for a creative strategy that was different to the usual “where it is; what it is; how much it is” approach used by most house builders; especially as media research indicated that there was no viable substitute for local press and radio.

## Tactics

- Local Press.
- Local and regional radio.
- POS.
- POP.
- Literature.

## Creative approach

We recommended the theme of 'Surprise, Surprise' and backed this up by unusual combinations, projecting an image of Beazer's new homes being better than expected in every respect.



**a cause for celebration**

*With touches of individuality and more than a hint of character, Beazer means everything you might expect of a quality home - and more. You'll find it's stylish and comfortable - and situated in a carefully-chosen location. So this weekend, visit the development, and find out just how much there is to celebrate with Beazer.*




**Pype Hayes**  
Chester Grange  
Gunter Road

**100% part exchange - we will buy your home\***




\* Part Exchange is available on selected plots, subject to status, availability, valuation and price. Details correct at time of going to press. Illustration shows a representative house only.



**goes down a treat**

*With no deposit and your survey and legal fees paid, there has probably never been a better time to be a first time buyer. Beazer will help you every step of the way from choice of home to completion. From the carefully chosen location to the clever design, from the extra choices to the added value, you'll find more than a pleasant surprise or two with Beazer. Visit us this weekend and you'll see how quality and value add up to create special homes. You're in for a treat!*

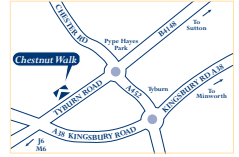
**Pype Hayes**  
Chestnut Walk  
Paget Road



**£99 down**

Quality 2, 3 & 4 bedroom homes.  
Prices from £62,950 - £94,950

Sales Office open Thurs-Mon, 11am-5pm  
Tel: (0121) 373 4801



**Beazer HOMES**

*Some of Britain's favourite places.*

**opening soon**

**Blossomfields**  
Wrights Lane  
Old Hill

*The outstanding Blossomfields development opens soon in Wrights Lane, Old Hill, with a top quality selection of 1, 2 and 3 bedroom homes. Just one phone call and you'll receive details about this new development as soon as they're available. So for an early selection of stylish, beautifully designed homes at great value prices, call us now - or complete the coupon below.*



For details, please contact our development at Priory Gate. Sales Office open 11am-5pm.

**☎ 01384 232355**

Please rush me details of the Blossomfields development as soon as they are available:

Name: ..... Title: .....

Address: .....

Post code: ..... Tel: .....

Simply cut out this coupon and send it to:  
The Sales Office, Beazer Homes Limited Birmingham Office,  
Beazer House, Hare Street, Bilston, West Midlands WY14 7DY.

**Beazer HOMES**  
*Some of Britain's favourite places.*

# Result

Footfall increased immediately on all sites and reservations/sales were brought back on target for the year.

Want to know more? Call Ella Cheeseman

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