

Light/Rock

#5

an update
on projects, awards,
market trends and
challenges

STRATEGY ADVISORY EDITION



Maturity model

THE JOURNEY FROM
AN IDEA TO A LANDMARK

Digital experiences

SUPPORTING THE TRANSFORMATION

BON APPÉTIT!
LONDON CITY RE-PLATED:

amuse-bouches

KNOWING THE VALUE OF

Brand strategy in real estate

#1 High calibre investments #2 New macro-destinations/quarters
#3 Corporate with impact #4 New markets #5 Engaging digital
#6 Promoting historical buildings

SAENTYS

Est. 2,502 m

light

| *lʌɪt* | *noun*

Light is the essence of the concept; the 360° creative thinking and enabling that brings our ideas to life, opening the door to new ventures and opportunities

rock

| *rɒk* | *noun*

Rock is the strength of our support; the depth and breadth of market knowledge and management skills that ensure our solutions are grounded, effective and results-driven

A

The importance of research, strategy and compelling multi-channel storytelling

A few months ago, we were asked which key external challenges our clients were currently facing and, more importantly, how we intended to respond. This is a pretty broad question but as the briefs and projects kept rolling in, we managed to identify a few trends.

Here they are in no specific order:

- The increasing competition for relevance between commercial real estate assets and the move from mixed-use to hybrid spaces.
- The growing complexity of target audiences. How do we make sure our real estate products and brands are relevant to an ever-growing number of decision makers and for a longer period of time?
- The fundamental requirement for all customer engagement and experience levers to switch seamlessly between all channels and platforms; online, offline and onsite.
- The ‘newly discovered’ importance of customer and tenant retention.
- ESG: what does it mean, how do I achieve and communicate my success, failures, benefits and ongoing journey?

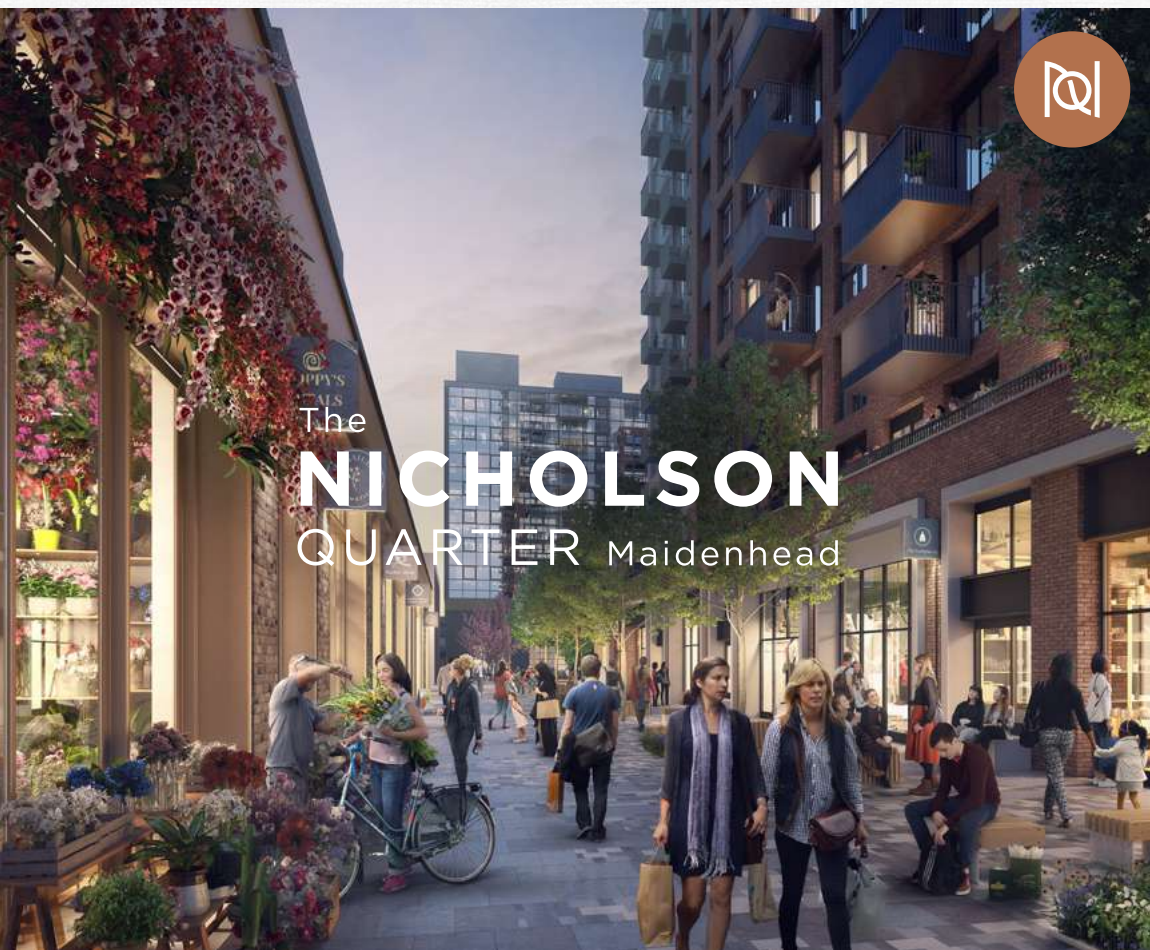
Hopefully, the following pages will provide answers to the above and more. Bringing together our international sector-led expertise with a festival of colour and creativity.

Browse, read, enjoy.

Adrian Strittmatter (CEO)

A

News



The Nicholson Quarter United Kingdom

MAIDEN-A-HEAD OF THE GAME

The Nicholson Quarter, Maidenhead, is one of the most exciting real estate projects in the UK today. The mixed-use scheme is a once in a lifetime opportunity to completely transform the future of this already affluent Thames Valley town. We worked with Tikehau Capital and Knight Frank to bring this one-of-a-kind opportunity. Bravely executed and ground-breaking, this development provides the blueprint for town centre regeneration. Our strategic consultations and creative campaign helped communicate this to the market.

Icon Corporate

STEPPING OUT ON THEIR OWN

Our long-term client, Victory, identified early on that the office was evolving and created its proprietary brand, Icon, as an innovative approach to meet these changing needs. Today, Icon is recognised as a leading expert in transforming assets into prime complexes with thriving ecosystems. We worked with them as they began the process of launching as an independent company. In need of a brand strategy and identity that demonstrated their impressive track record, we supported them in the development of everything they needed from the bottom up. The initial launch is complete, and we are looking forward to the next steps of the project progressing.



Kauffmans Corporate

REAL ESTATE INTELLIGENCE

Newly-founded by Howard Kauffman, Kauffmans is a small but incredibly experienced and dynamic team that advises clients throughout Central London on capital markets, joint venture structuring, development consultancy and occupier services. We were tasked with creating a high-end brand that feels established yet modern, and that presents what they do in an uncomplicated way. The result is a very slick, simplistic and confident identity – initial brand work is complete, but keep an eye out for the new website and editorial magazine that will be dropping soon.



The Future Works United Kingdom

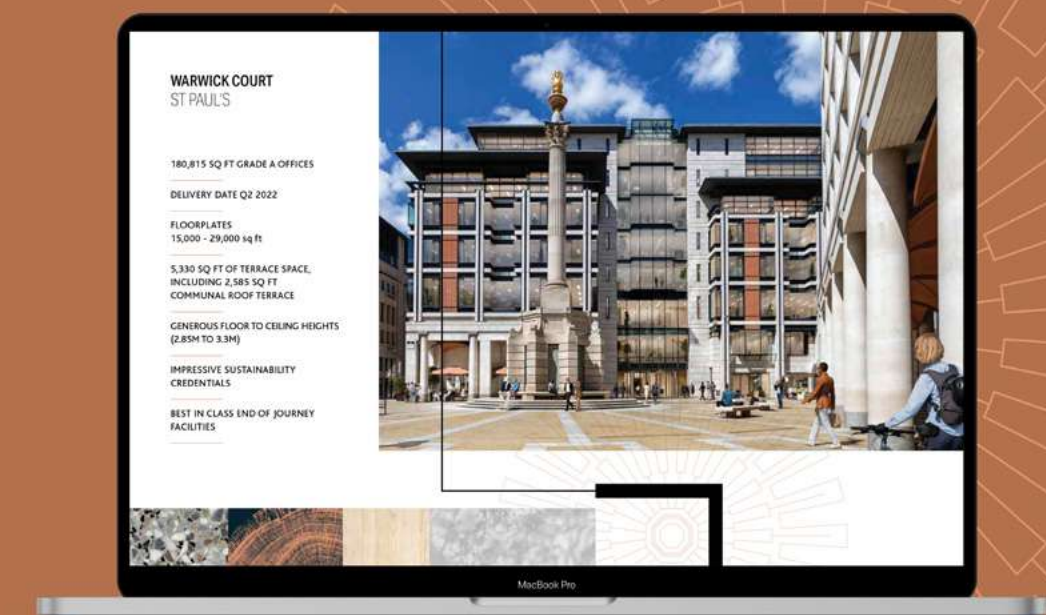
RIGHT HERE, RIGHT SLOUGH

The Future Works eats what you might think of Slough for breakfast. The ambitious project undertaken by Ashby Capital and U+i represents a new direction for one of the UK's premier business destinations. We were brought on board to complete a brand refresh that updated the existing identity while also developing a new, bold tone of voice for the scheme. We are rolling out this striking brand across a suite of digital and environmental deliverables. Next time you are in Slough keep an eye out for the newly installed hoardings... you can't miss them.

Warwick Court United Kingdom

HOW'S THAT FOR A VIEW?

The first time you look down from the upper floors of a London skyscraper, a secret is revealed to you. Throughout the city's skyline lies a thousand private rooftop gardens, terraces, or balconies, each boasting a unique vantage point of the capital. While there is stiff competition, we'd argue few can compete with the unique and unimpeded view directly over the river to St. Paul's Cathedral from the top of Warwick Court. We worked with Mitsubishi Estates and Stanhope on a campaign that highlighted this unique opportunity.



District Living Austria

CITY LIVING WITH HEART

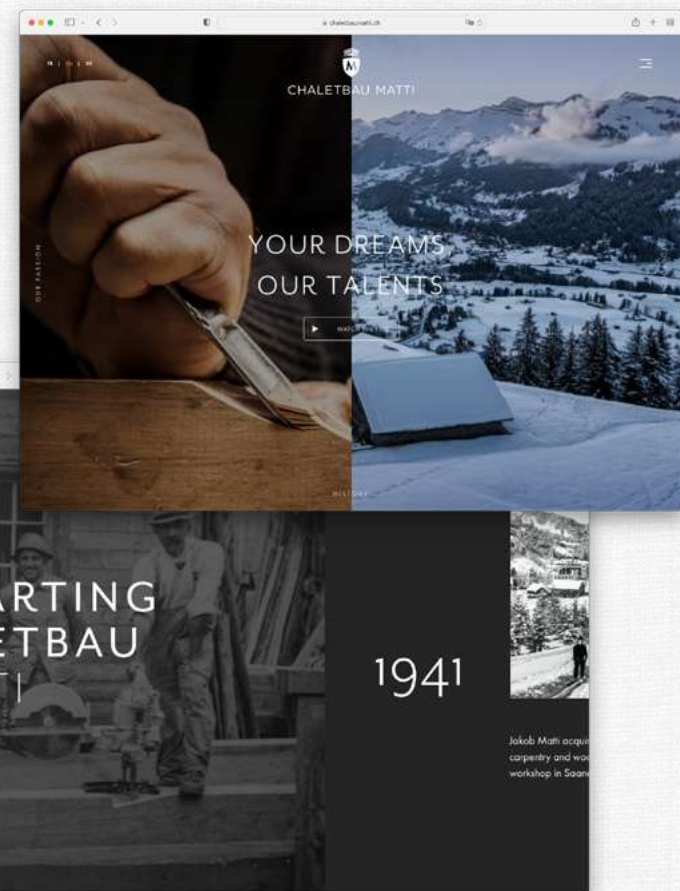
Vienna is repeatedly voted the most liveable city in the world, and District Living's brand-new apartments put you at the heart of everything. Set on Vienna's riverside, District Living aims to capture the attention of Vienna's student and young professional populations with its beautifully-designed, hassle-free rental apartments, co-working facilities and social spaces. We're working closely with Greystar to create a story, a brand and everything else needed for the upcoming launch in summer 2022.



Pacific France

A TONIC REBRANDING FOR AN EMBLEMATIC TOWER

AEW Europe is launching a new program for the Pacific Tower in La Défense – exceptional rooftop, new services and new common areas for tenants. They aim to refresh and renew the perception of this emblematic tower. We gave a very living and colourful identity in the very monotone landscape of La Défense, the biggest business district in Paris, a successful story. This fresh and dynamic new identity was then applied to all the tools we provided, from the brochure to the marketing suite, website and digital campaign.



Chaletbau Matti Switzerland

HERITAGE IN CRAFTSMANSHIP

Chaletbau Matti embodies the spirit of a family business that has been designing and building the finest chalets for three generations. Based in Gstaad, Switzerland, their unique craftsmanship and rich heritage are instantly recognisable. In order to capture the essence of this discreet but highly regarded brand among connoisseurs, we immersed ourselves in their universe. The outcome of this close collaboration is a communication that reflects their unique vision: a blend of passion, tradition and innovation.



Monolithe France

MIXED-USE MONUMENT

Monolithe is a mixed-use destination, where you can work, live and play, delivered in 2010. It is the signature of a team of five internationally renowned architects: Erick Van Egeraat, Manuelle Gautrand, Pierre Gautier, Emmanuel Combarel and Dominique Marrec. Their collaboration is represented through the five different façades of the building designed by each of them. Strongly identified by the people of Lyon, Monolithe is perceived as a monument, a pioneer of the new Lyon Confluence territory. We imagined a communication strategy with Aquila and Tristan Capital to highlight this universe, and to reposition it as an emblem of its neighbourhood.



H²O Luxembourg

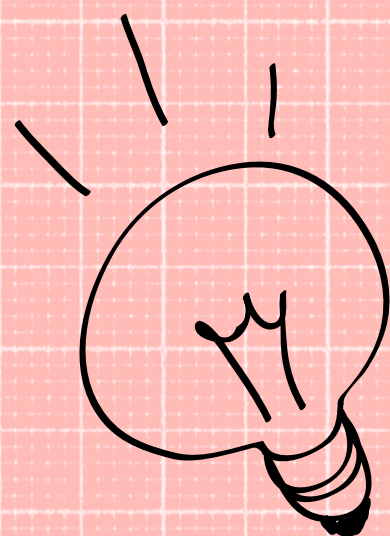
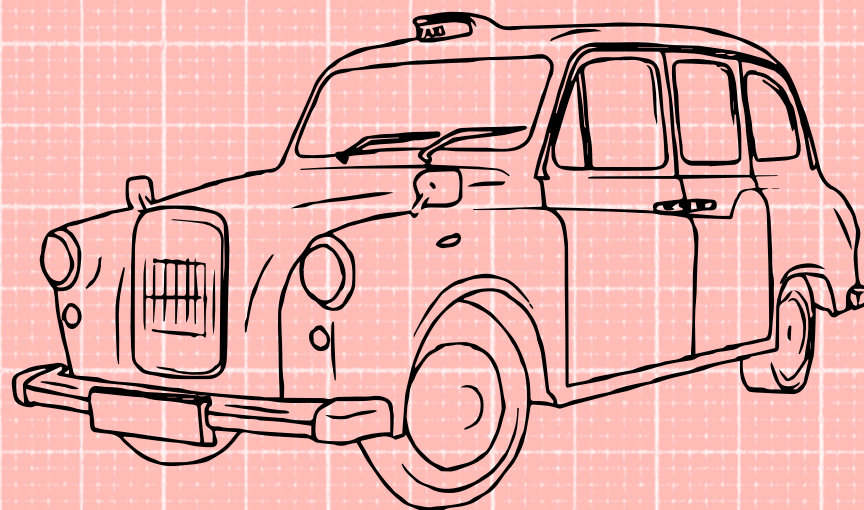
DON'T JUST WORK, FLOW

H²O and the surrounding area of Howald might have been overlooked in the past but are going through some exciting changes. Connected, future-focused, green and dynamic; H²O not only benefits from an abundance of space, excellent facilities and great transport connections, it is also in the process of being re-designed with fluidity and flexibility in mind; perfect for organisations of any size. We partnered with Propertize NL to bring life to the H²O brand and building through a range of inspiring printed, digital and on-site marketing collateral.

Strategy & Consultancy

1 City tours

We are a global agency rich with local knowledge. When our clients visit from the Middle East, East Asia or Europe, we organise tours of London, Paris, Geneva and Zurich to help provide insight for potential investors.



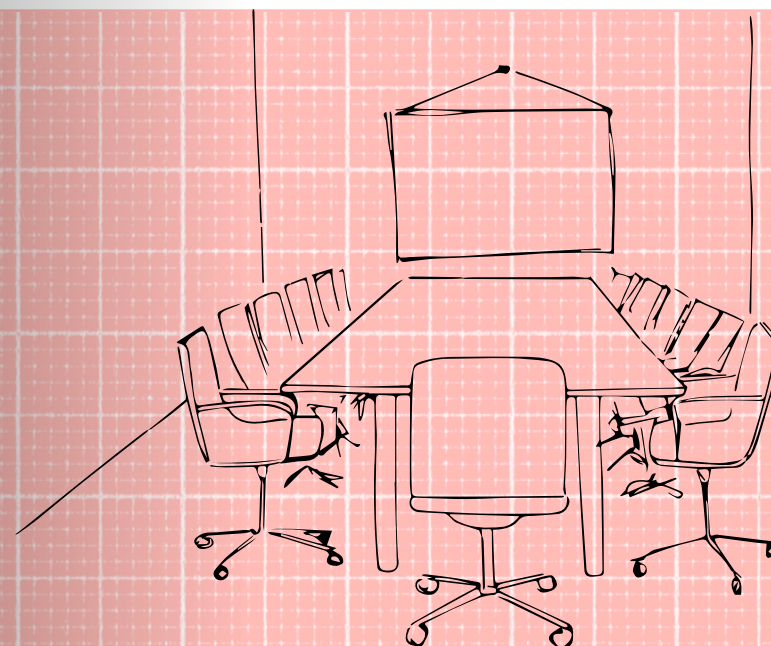
2 Market reports & insight

Be in the know. Our team can produce detailed and bespoke research pieces and market reports either as stand-alone documents or to provide insight for an ongoing project.

A+

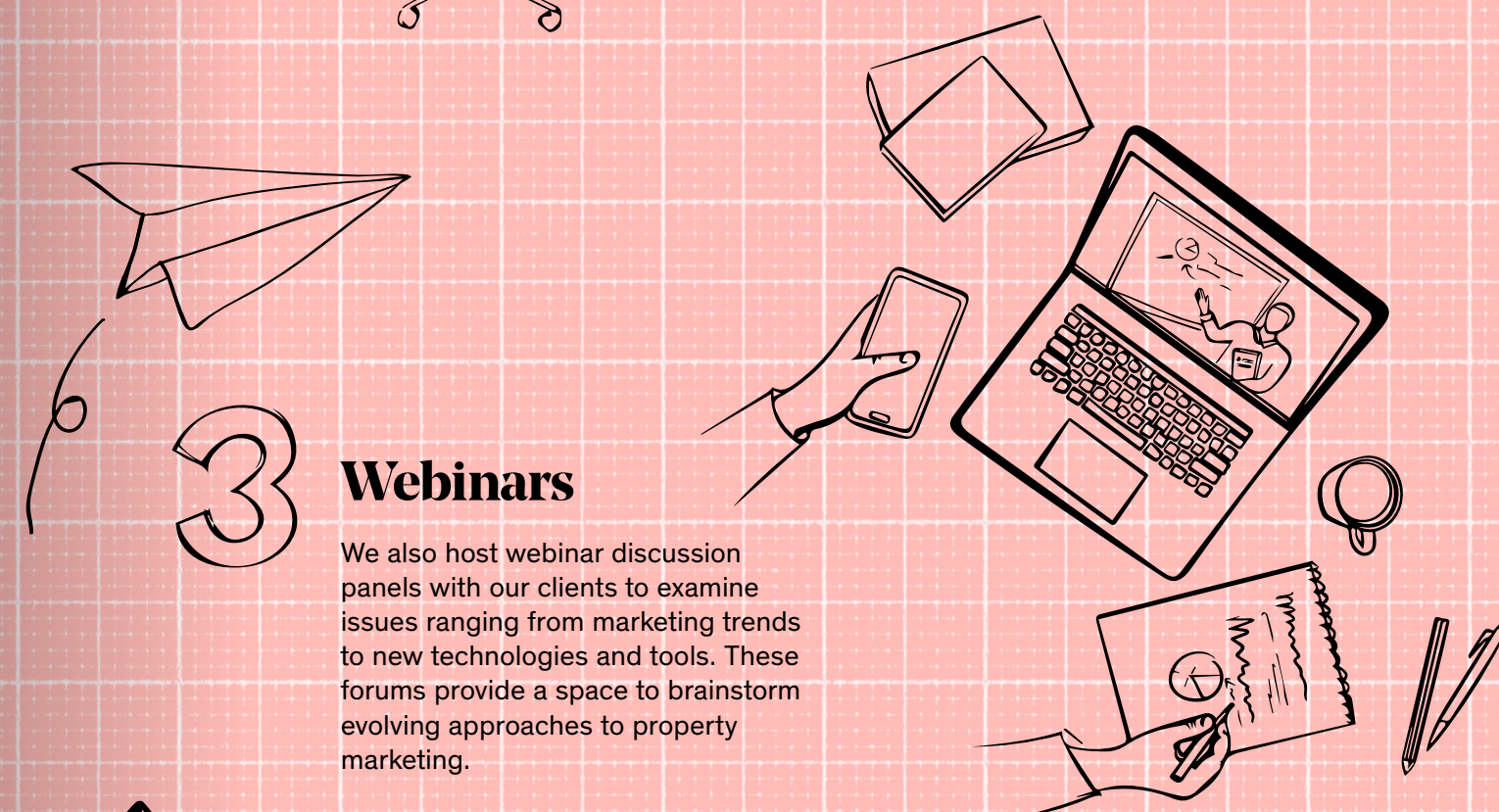
4 Masterclasses

Across our UK, Swiss and French offices, our teams of directors have curated masterclasses to share their experience of property marketing with our clients. These webinars provide our clients with a deep dive into the latest industry trends.



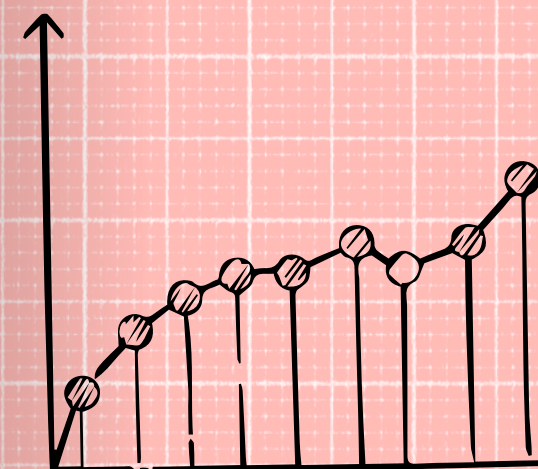
3 Webinars

We also host webinar discussion panels with our clients to examine issues ranging from marketing trends to new technologies and tools. These forums provide a space to brainstorm evolving approaches to property marketing.



5 Quantitative & qualitative strategic consulting

We deliver campaigns to support some of Europe's largest development projects. All underpinned by our in-depth quantitative and qualitative strategy services.



THE JOURNEY FROM IDEA TO LANDMARK

Maturity model

Since forming in the wake of the 2008 financial crisis, Saentys has worked on every type of project that the real estate industry has to offer. In the process, we have gathered a unique understanding of the lifecycle of the assets we marked. So, we wanted to create something that would rationalise 13 years' worth of insight into something universal that captures the essence of the journey that we take with our clients.

The result was the Maturity Model. At its simplest, it is designed to answer one question: "How does an asset make the journey from an idea to a landmark?" and can be used to understand the best ways to support and catalyse this journey. The model consists of five stages or levels resting on top of two key axes – experience and engagement. Each level represents a stage of an assets lifecycle. The system helps us understand how the work we do with our clients is contextualised in a wider framework. The key to achieving the best results always begins with understanding the nature of the goal we are trying to achieve.

WHY IS THIS MODEL IMPORTANT?

At every level, decision making in commercial real estate is driven by cutting edge analysis and insight. The long-term foresight leaves no stone unturned. Yet too often when it comes to marketing, the same degree of understanding and foresight is overlooked. The Maturity Model is a step to providing a scientific framework for understanding the purpose and efficacy of marketing activity. By understanding where we are, where we want to be, and how we get there, the Maturity Model is an ideal starting point for all destination marketing projects.

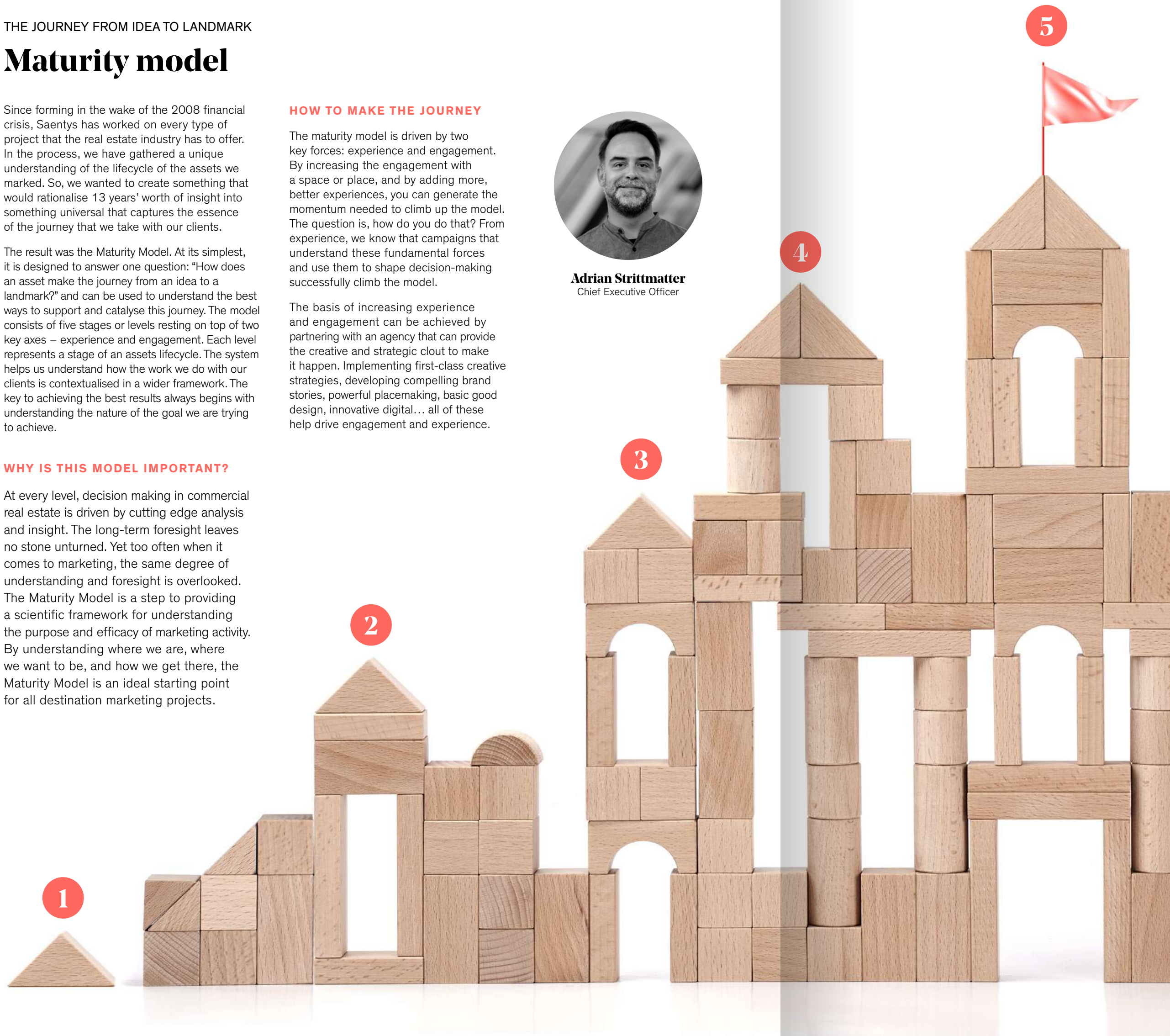
HOW TO MAKE THE JOURNEY

The maturity model is driven by two key forces: experience and engagement. By increasing the engagement with a space or place, and by adding more, better experiences, you can generate the momentum needed to climb up the model. The question is, how do you do that? From experience, we know that campaigns that understand these fundamental forces and use them to shape decision-making successfully climb the model.

The basis of increasing experience and engagement can be achieved by partnering with an agency that can provide the creative and strategic clout to make it happen. Implementing first-class creative strategies, developing compelling brand stories, powerful placemaking, basic good design, innovative digital... all of these help drive engagement and experience.



Adrian Strittmatter
Chief Executive Officer



5

Landmark: Landmark status is the pinnacle of recognition and success. It is the culmination of a journey across all five levels of the maturity model, when an asset achieves peak levels of experience and engagement – when your asset becomes a market reference point. However, once achieved, maintaining this status involves expertise, strategy and skill.

4

Destination: Becoming a destination is the moment when assets shift from operating in a B2B context to a B2C one. You are now interacting with a wider audience of clients, tenants, guests. This is when destination management and activation comes into play, and your asset is alive and captive. You need to maintain relevance, momentum and ensure longevity.

3

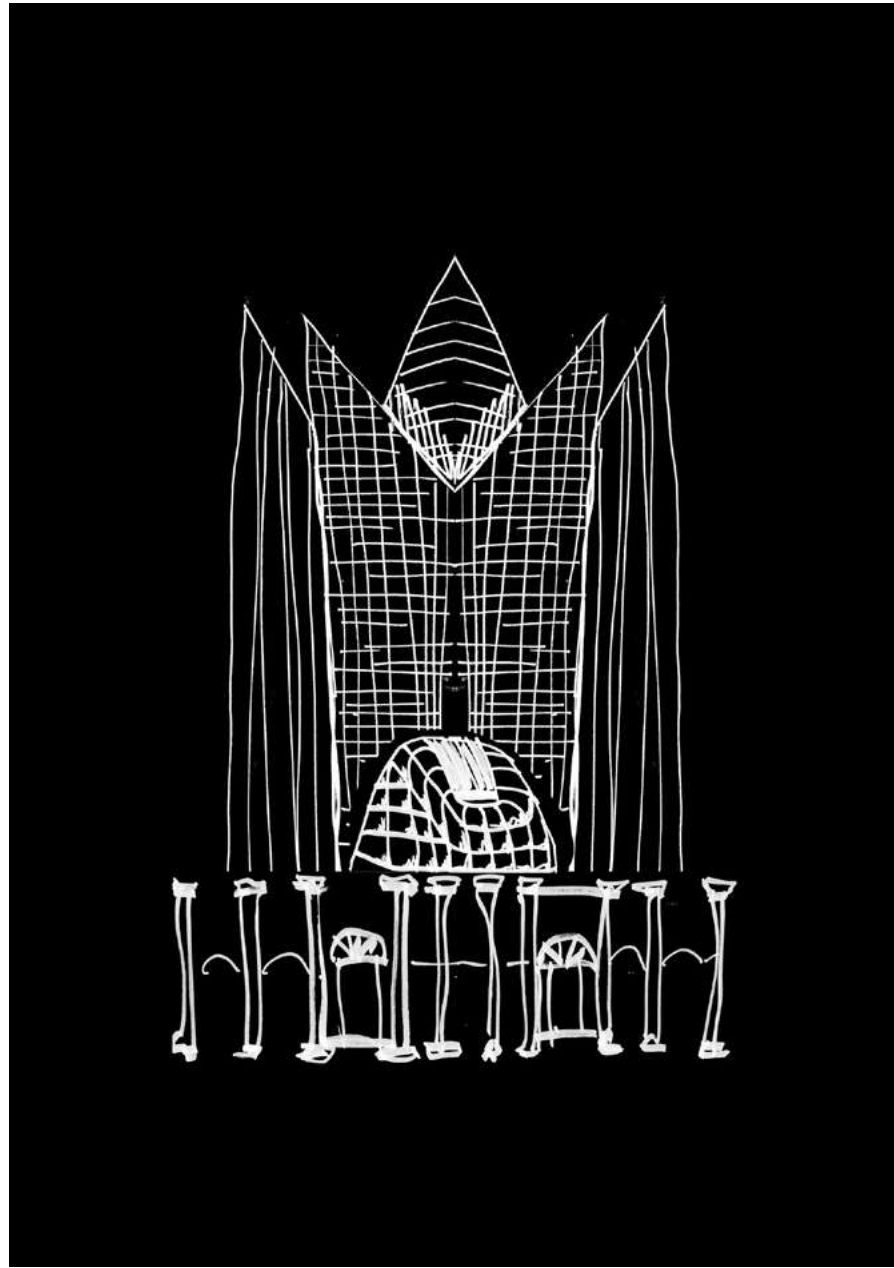
Place: Turning a space into a place is about breathing life into an asset. The values, the meaning, the purpose, the brand. How is this place going to be and engage with its future customers/tenants? This is the process of placemaking.

2

Space: The creation of a space is the process of productisation. When an idea becomes reality, when thoughts and vision meet nuts and bolts, bricks, mortar and foundations. This is the moment when assets are defined in terms of location, usage, size or location.

1

Idea: Every real estate asset begins its life as an idea. Before ground has been broken, before plans and specs have been created, before the financial and planning wheels are in motion. It starts with a vision, the intention to create something from nothing.



Amuse-bouche: *Croque Minster*

1/6

#1 High calibre investments

HIGH CALIBRE INVESTMENT | UNITED KINGDOM

Clarges Mayfair

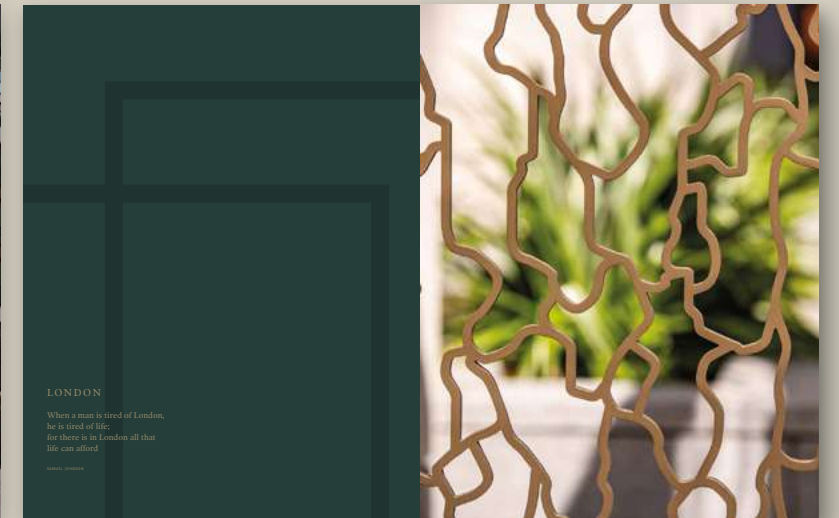
BRANDING + DIGITAL + PRINT



CLARGES MAYFAIR

Clarges is one of the most successful and premium mixed-use developments in central London. Sitting proudly in the heart of Mayfair, the building brings together multiple offerings at the pinnacle of their market including singular residential apartments, flagship boutique retail, Michelin-star dining, and ultra-prime office accommodation. We worked with British Land to bring this perfect, premium mixed-use ecosystem to market.

The building itself was a huge success. However, selling an asset of this calibre during the current global crisis posed some significant questions. With the building empty, how do you represent the destination's vibrancy, and the often intangible attributes? Using a thorough understanding of the DNA of this deal, we created a set of bespoke marketing tools that spoke to both the rational and the emotional clout of the development. The campaign was bound together by a sophisticated visual language and tone of voice, helping Clarges shine in a fiercely competitive landscape.



HIGH CALIBRE INVESTMENT | UNITED KINGDOM

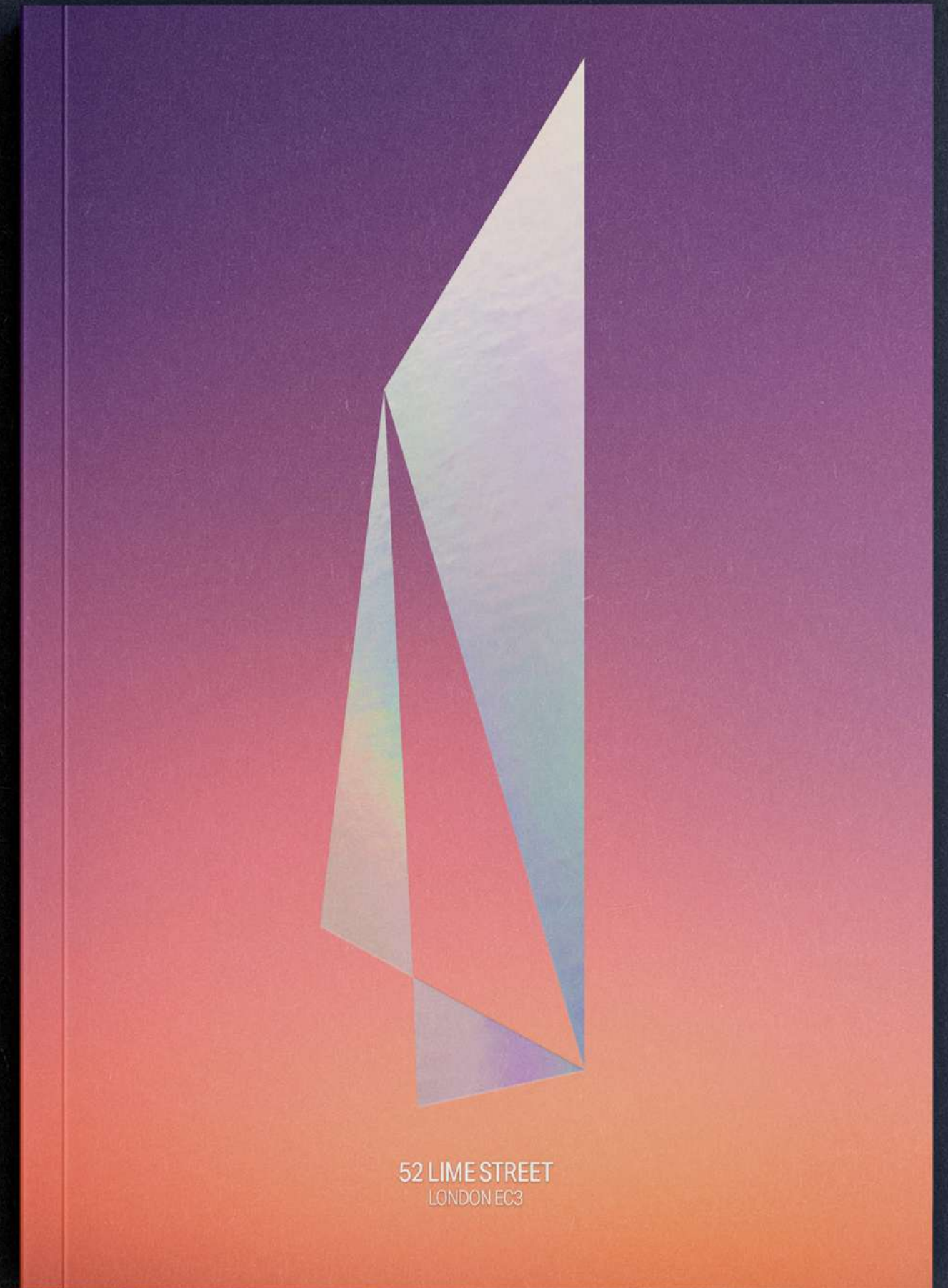
The Scalpel

STRATEGY + BRANDING + DIGITAL + PRINT

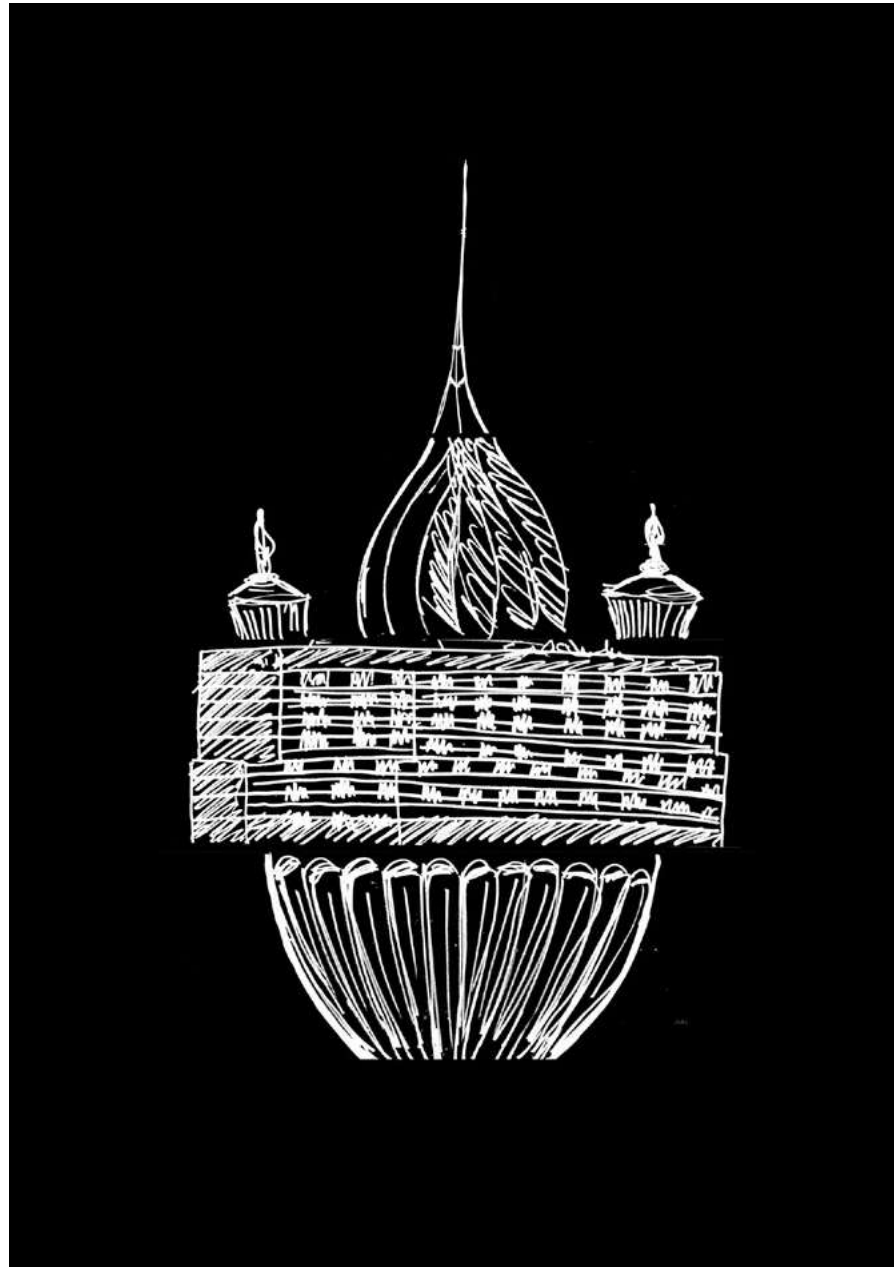
Very few addresses boast prime position in globally iconic skylines. The Scalpel, a striking tower in central London, was one of these rare opportunities to acquire a jewel fit for any crown. Working with Eastdil Secured and Cushman & Wakefield, our campaign was constructed during the first months of the pandemic, providing a unique set of challenges. We knew that the digital experience was paramount. So, we created a set of sophisticated and rich marketing tools that combined the traditional with some forward thinking.

Supported by a stunning IM, we created what has become the new benchmark for interactive presentations in the market. Loaded with rich and immersive content to capture stretched lockdown attention spans, it was filled with carefully edited drone photography and fly-through shots of each floor. Delivering a project of this quality in the circumstances demonstrated another example of our position as the trusted agency for the City's most prestigious jobs. When the stakes couldn't be higher, this campaign proved we could deliver the quality necessary to deploy landmark properties to the market.

The brand captures The Scalpel's most distinctive characteristics. Its iconic angular glass façade famously reflects the changing light over London. Throughout the day it shimmers with the changing skies, blending seamlessly into the tower cluster.



52 LIME STREET
LONDON EC3



Amuse-bouche: *Pulled Paul Slider*

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#2

New macro- destinations/ quarters

Tribu

BRANDING + DIGITAL + PRINT

Tribu is the office component of a large-scale STAN development supported by the French government. The sprawling project combines hotels, student accommodation, retail, sports complexes, residential and office accommodation. Our goal was to create a brand and campaign that positioned Tribu as a vibrant work destination attracting a set of like-minded young companies. However, with the project still in the early stages of development, there was a problem – this community didn't exist.

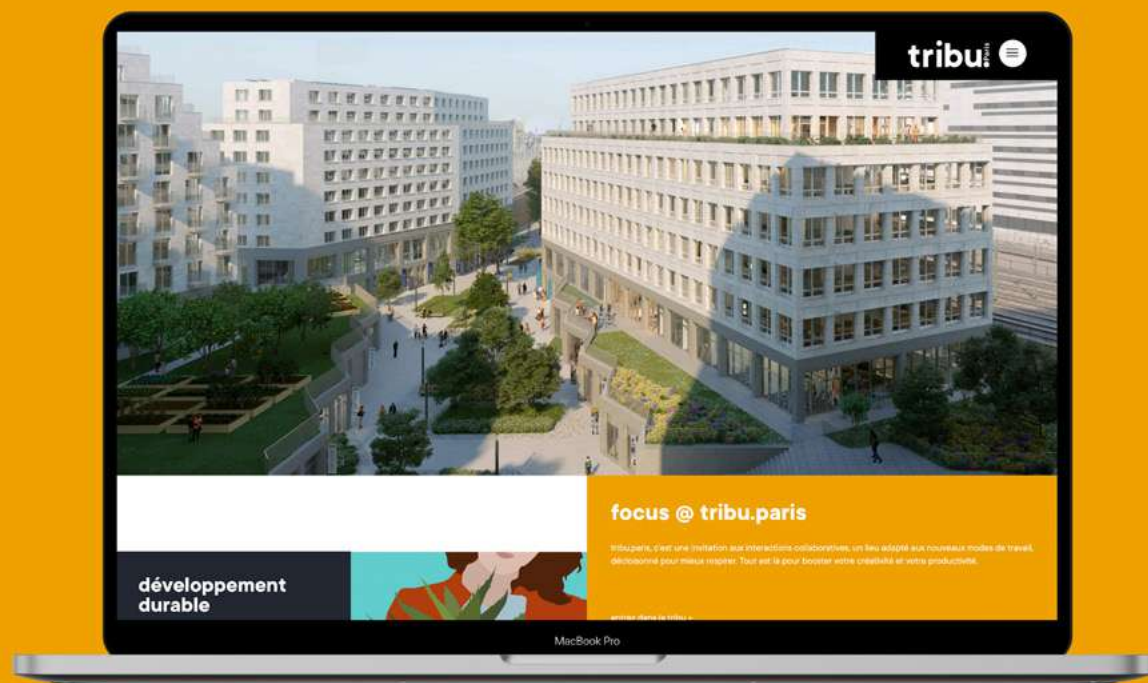
So, the brand needed to communicate the project's vision while also being able to evolve. The result was a digitally-focused campaign that provided a canvas for each viewer to project their own interpretation of the tribe. This used a set of stylized portrait illustrations, where abstract cartoon-like characters infer a feeling of the place that Tribu can become, without putting it into a box.



“The abstract characters used throughout the campaign allow you to focus purely on the idea rather than an explicit depiction of a place.”


tribu.Paris

CASE STUDY



STRATEGY + BRANDING + DIGITAL + ADVERTISING + PRINT + ENVIRONMENTAL

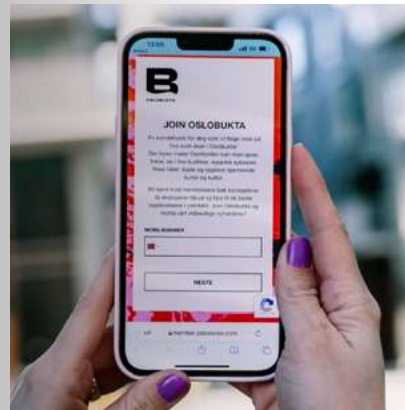
Oslobukta, or Oslo Bay, is a newly developed quarter and cultural hub in Oslo's historic city centre. The 825,000 sq m project, the largest in Europe during construction, encompasses four distinct neighbourhoods split across CBD, lifestyle, mixed-use and residential. We worked with Carucel Eiendom and Madison International Realty on a campaign that united these four, sprawling yet distinct neighbourhoods.

The Norwegian market has a unique cultural sensitivity. Heritage is held in high regard. So as Oslobukta has a distinctly modern style, there was significant local scepticism over how the development would fit in with the rest of the city. With this in mind, our campaign was guided by a comprehensive brand strategy and research incorporating in-depth qualitative and quantitative research. These insights helped us identify the perfect mixture of Norwegian culture, customs and heritage and how to interpret this for a new modern audience.

The brand we created communicated the project's sense of energy and vibrancy, deploying a considered colour palette combined with intricate patterns and textures that distorted images to create biting and dynamic vignettes applied throughout the visual identity. The overall effect mirrored the development's ethos focused on putting a new twist on an established heritage.

Oslobukta now stands as prime example of how heritage and modernity can combine to create something truly unique.

*An exciting new quarter
and cultural destination of
Oslo with a brand strategy
and identity to match.*

[illegible]

The value of brand strategy in real estate

In summer 2021, it was announced that one of the world's most iconic retail brands was for sale. Selfridges & Co. was on the market valued at £4bn. Within that valuation, £2bn are in property assets, including the iconic flagship store in central London. As a brand uniquely wedded to its physical location, the sale of Selfridges is a fascinating case study in the value of brand in relation to real estate.



Anke Kadolsky
Group Strategy Director

The retail industry has been under pressure for many years, with the dissolution of Debenhams and the closing of many John Lewis stores sounding alarm bells for all. In this context, a successful sale of Selfridges represents not only a huge bet on the UK retail industry, but also a perfect example of how iconic brand status insulates companies from market downturns and can add value to real estate.

In the wake of the pandemic's longer lasting effects, it has been harder for assets to remain attractive. Many are currently in a position of redefining and fortifying the purpose of commercial real estate. At the same time, competition has never been as steep with new ways of working creating more spaces with which commercial real estate must compete. As such, creating a strong and resilient brand is going to be a vital part of this re-building process.

WHY DO YOU NEED A BRAND STRATEGY?

A fact that needs stating is that a brand is more than a set of colours and a logo. The world's most successful brands invest heavily in strategies that are at the foundations of their decision making, and our industry is no different.

Brand strategy is the expression of your business strategy – it's that important. You need to be able to capture the essence of the asset. Describing its story and explaining why it's different from the rest of the market. Doing so is more important than ever given the situation our industry finds itself in.

Companies who have invested in fostering strong brands receive wide ranging benefits. When market conditions are unpredictable, strong brands are adept at ensuring stability in value. Acting much like a buffer against market forces – decreasing the speed at which value declines and increasing the speed at which it can recover.

Within real estate, well-executed brand strategies can generate success in even the most difficult of circumstances. For example, we worked with Arax Properties on a project called DUO throughout the height of the UK's Covid crisis. During a period when demand would seemingly be at its lowest, the project secured almost full-let status, against high odds. This is one example of how a properly executed brand strategy delivers results even when situation is seemingly not in your favour.

HOW CAN BRANDS BE VALUABLE?

Brands generate their own tangible value as well as protecting the existing – another reason to invest in brand strategy. If an asset can successfully make the journey from a place to a landmark (outlined in our article on the *Maturity Model*), the value that is created around your brand is enormous. At that level, real estate becomes more than just bricks and mortar. The brand, just like Selfridges, becomes wedded to the asset.

Every year Kantar, the world's leading data, insights, and consulting company, creates an annual leader board for the world's most valuable brands. They generate a metric of 'brand value'. This is the monetary amount that the brand contributes to the overall business value of the parent company. The aim is to isolate the value generated by the strength of the brand alone in the minds of consumers when all other elements are removed. Every year the usual suspects (large consumer companies) like Amazon, Apple and Google take the top spots. However, the principles of understanding the value that a brand has in and of itself can be importantly applied to the real estate industry.

“There is no one size fits all approach to brand strategy in real estate”

WHAT MAKES A BRAND VALUABLE?

How do we begin to build valuable brands around the assets we are marketing? First and foremost, it needs to be something deliberate, involving the investment of time and resources. Valuable brands make a difference to the customer. Broadly, this difference is an amalgamation of individual attributes like creativity, responsibility, purpose and trust. If done correctly, developing each of these attributes are simple ways to position your brand to grow in value.

The recent global crisis provides an opportunity for brands to redevelop their position in the market. Huge events like the pandemic instigate an opening of people's minds. Priorities change, and people become open to new avenues. This opens a world of new customers to be accessed. In the face of a huge wave of competition in the market, real estate brands need to be properly positioned to succeed. Conversely, this uncertainty also increases the difficulty of retaining existing customers and tenants, further increasing the need for better brand strategy.

WHAT COULD WE DO FOR YOU?

What does this look like in real terms? As an agency we are strategically-focused, offering a wide range of in-depth strategic and consultative services. All of these support the strategic insight for brand development that helps deliver brand value and ultimately commercial results.

From a suite of available services, the applications will vary depending on the project goal. We are positioned to help with any challenges that our clients face.

How do we achieve cut through in a competitive market?

We'll do strategic brand positioning to show how your asset can stand out in the market, highlighting unique key USPs (See our work on More Resorts & Residences and H²O).

How do we target an audience effectively? We can set up messaging hierarchies by market and by B2B vs B2C focus like we did on 100 Bishopsgate.

How do we identify the most effective marketing channels for our campaign? We can complete in depth quantitative and qualitative research programs that analyse the audience from all angles.

There is no one size fits all approach to brand strategy in real estate. If nothing else, it represents an opportunity to generate value in an asset beyond the bricks and mortar offering. At its best it can be the catalyst for transforming a destination into a global landmark.

CONCLUSION

What's the difference between Coca-Cola and Pepsi? A strong brand. This is the essential principle for investing in brand strategy. Even in a situation where your product is the same as your competitors, brand strategy helps you create a meaningful difference to your customers.

So, in a market that is now experiencing intense competition, invest in brand strategy to help your assets stand out. Identify and amplify what makes your offering different to your competitors, utilise the right channels and target the right audiences, and work with an agency who can do it all for you.

Design without purpose and strategy, is just decoration

Society

Society, Paris, is a great example of how involvement early in the development lifecycle can deliver sustained value to projects. We worked with A XA to run a series of workshops centred around maximizing the potential of this property through its service offering.

The client's vision was to bring together two buildings under one overall brand and unify them through an unparalleled shared service offering. Tenants at Society would have everything that they need at their fingertips; moving between the two interconnected buildings to use the gym facilities or office spaces, cafés or gallery spaces on a daily basis.

We worked with a team of industry experts to identify how to shape the multi-service offering for the market. The goal was to answer the question, 'How do we convince a high-level tenant that this building will add value to their company?'. Finding, testing and refining these answers provides long term value by creating a road map. Instead of operating on educated assumptions on how to progress with the project, our involvement helped provide evidence for decision making. Society is a great example of how advisory services can benefit large scale development projects globally.



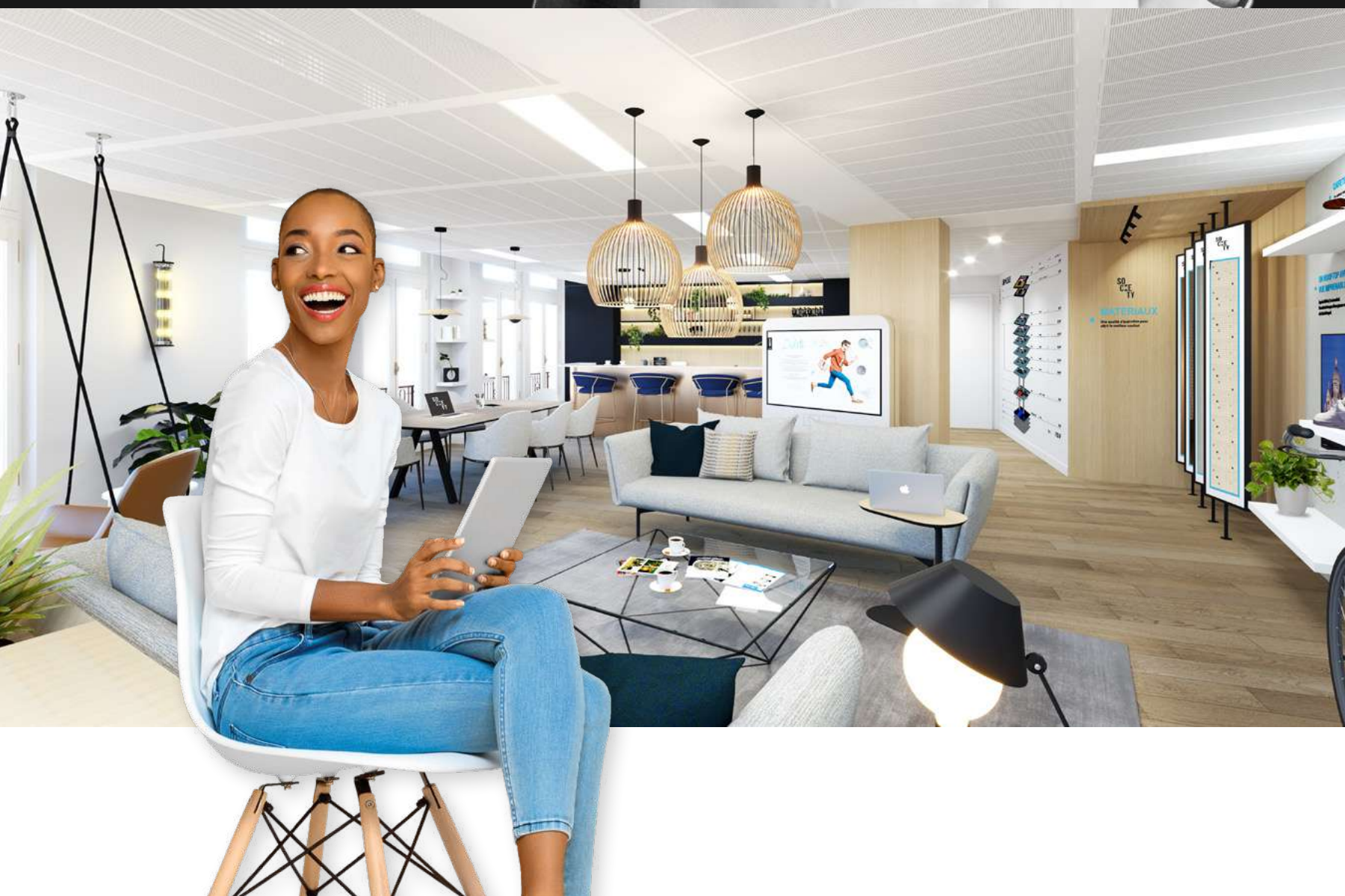
Society

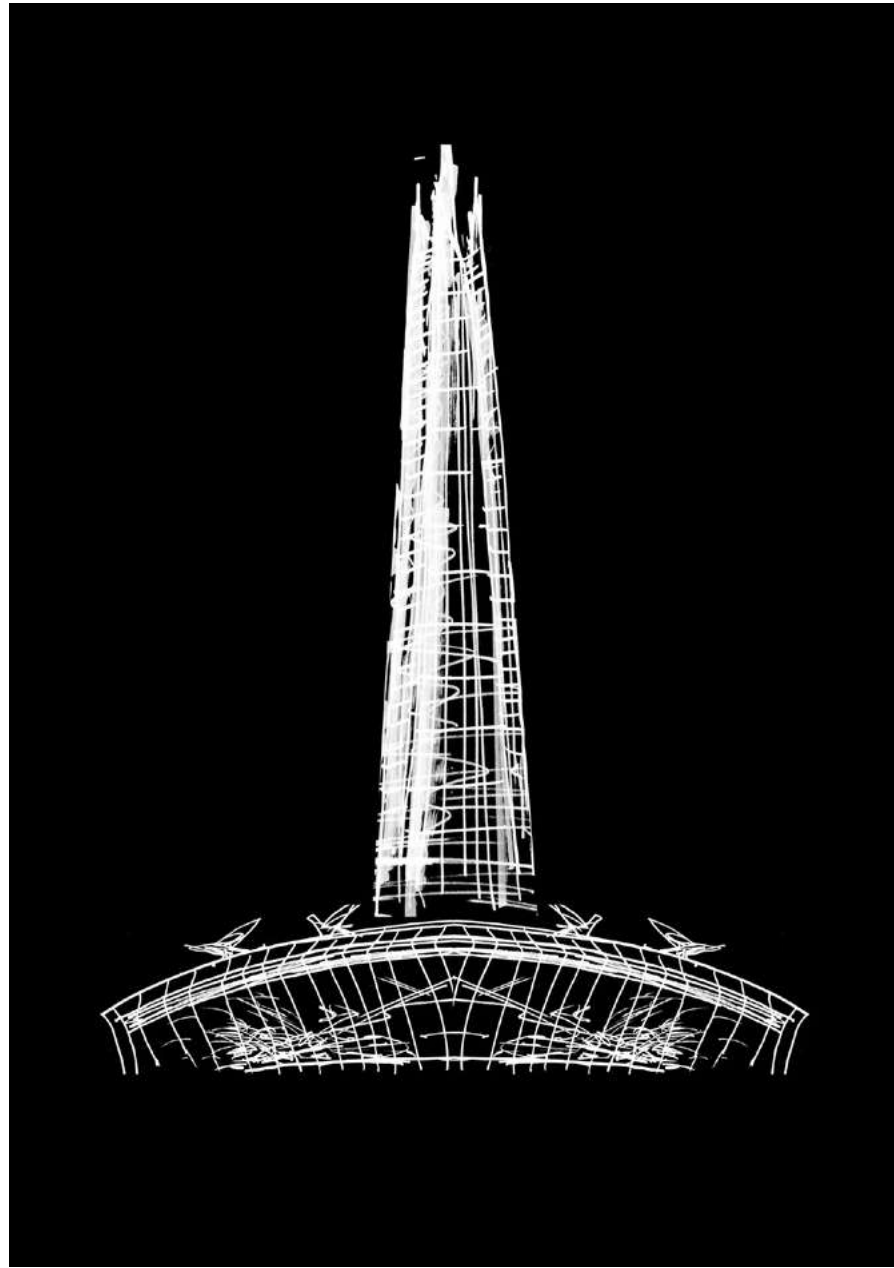
STRATEGY + BRANDING + PRINT + DIGITAL + ENVIRONMENTAL + FILM

Our early involvement in the project helped inform the rest of our campaign. Society required an approach that brought two buildings, each with their own distinct personalities, together under one overarching identity. So, we created an exciting, crisp and coherent visual identity for Lorette, Opera, and their joined ethos in Society 24.

Our campaign highlighted the flexibility and vibrancy of the properties' offering using a full suite of print, digital solutions and environmental installations. The brand itself took inspiration from the building's juxtaposed Hausman façade and sleek contemporary interiors to create a sense of possibility. Bespoke illustrations played with the photographic language to add energy and dynamism that was reflected in the choice of colour palettes.

Overall, our campaign has portrayed a lifestyle in line with the project's ambitious vision, and we are excited to watch the next stages progress.





Amuse-bouche: *Shard-Fen Pie*

3/6

#3 Corporate with impact

A

CORPORATE WITH IMPACT | UNITED KINGDOM

Caudwell

BRANDING + DIGITAL + PRINT

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RESIDENCES ABOUT PRESS CONTACT

BY CAUDWELL
MAYFAIR

Situated in the heart of Mayfair, the vision for Audley Square is to create the most desirable, sumptuous and valuable residence in London, rich in craft and provenance, uniqueness and flair.

STATUS	LOCATION	AREA
Coming soon	Mayfair, London	305,000 sq ft



There will never be a residential address quite like it, where the grandest traditions and styles of all time have been reimagined by the greatest architects and designers of our age, and where enduring elegance combines with an unbounded capacity for modern living.
A true, once in a lifetime opportunity.

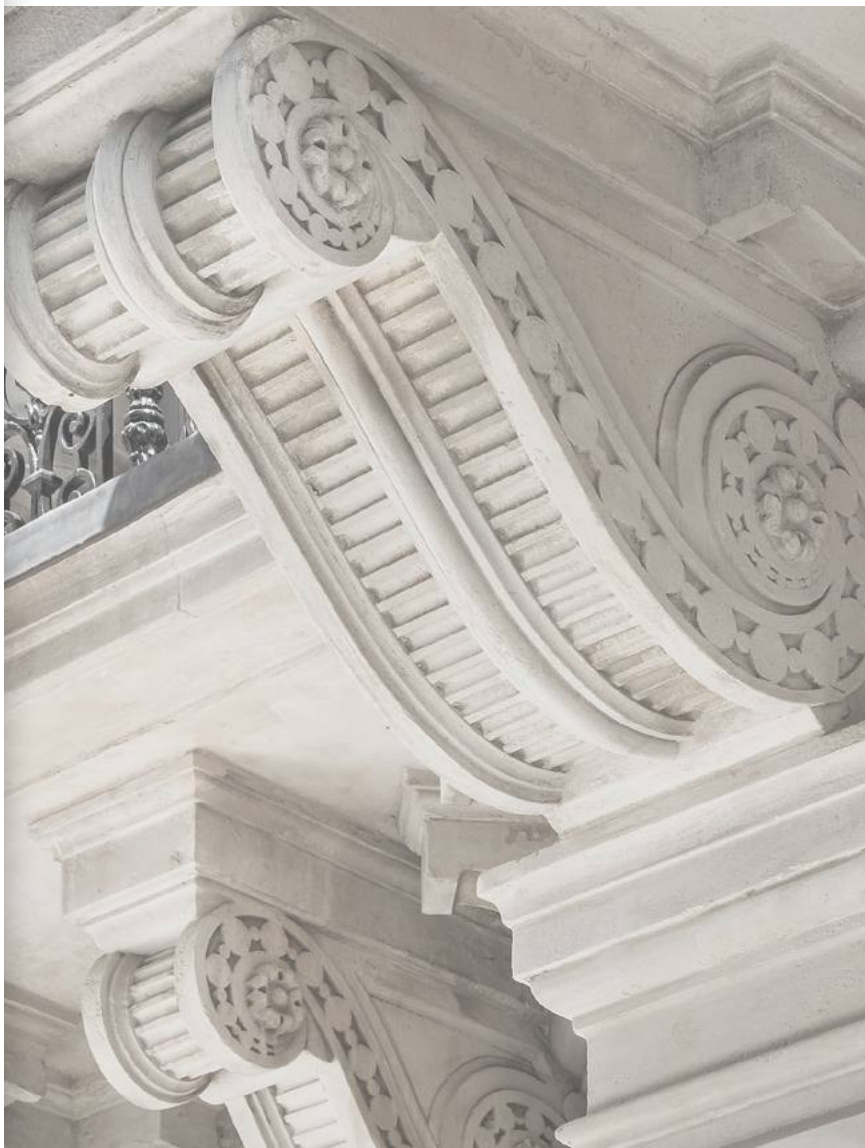
INDULGING
OUR PASSION
FOR DESIGN



CASE STUDY

Caudwell is a truly unique company. Satisfied with nothing less than being the absolute and unrivalled pinnacle of their field. The company, owned by eccentric billionaire John Caudwell, has a simple vision: to make the most magnificent residences in the world. Given its enormous and decadent scale and scope, Caudwell development projects have even been the subject of dedicated prime time television shows.

We began work with Caudwell to help them create a website that matched the quality of their vision. We worked with their existing creative assets to expand the brand's visual identity, completing a series of beautiful photography that would be used throughout. The final site was fit to be the flagship of the corporate brand, responsible for communicating the Caudwell reputation and their commitment to delivering flawless and prestigious residences that connect with the past, celebrate the present and will become landmarks of the future.



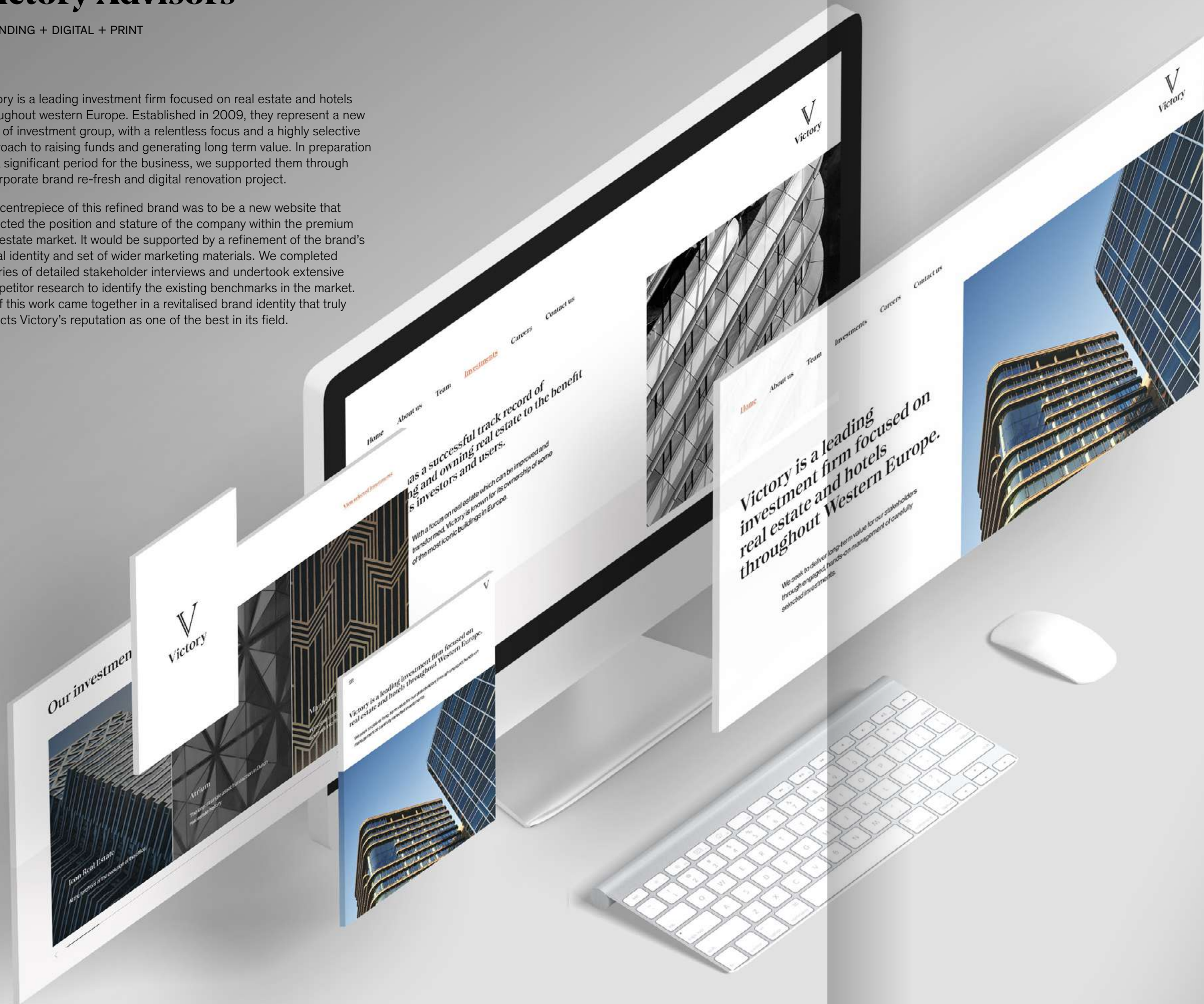
CORPORATE WITH IMPACT | UNITED KINGDOM

Victory Advisors

BRANDING + DIGITAL + PRINT

Victory is a leading investment firm focused on real estate and hotels throughout western Europe. Established in 2009, they represent a new kind of investment group, with a relentless focus and a highly selective approach to raising funds and generating long term value. In preparation for a significant period for the business, we supported them through a corporate brand re-fresh and digital renovation project.

The centrepiece of this refined brand was to be a new website that reflected the position and stature of the company within the premium real estate market. It would be supported by a refinement of the brand's visual identity and set of wider marketing materials. We completed a series of detailed stakeholder interviews and undertook extensive competitor research to identify the existing benchmarks in the market. All of this work came together in a revitalised brand identity that truly reflects Victory's reputation as one of the best in its field.



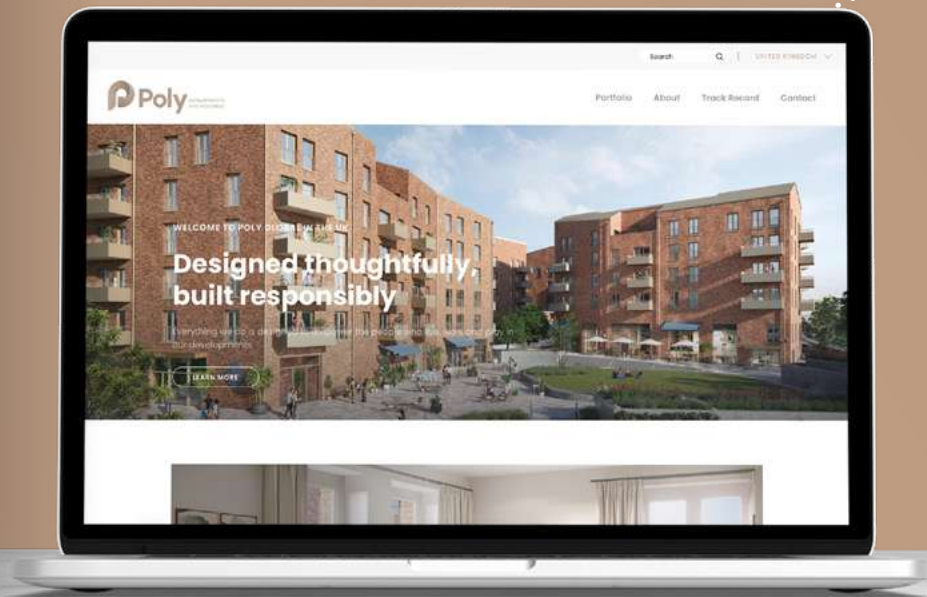
Poly Global

STRATEGY + BRANDING + DIGITAL + PRINT

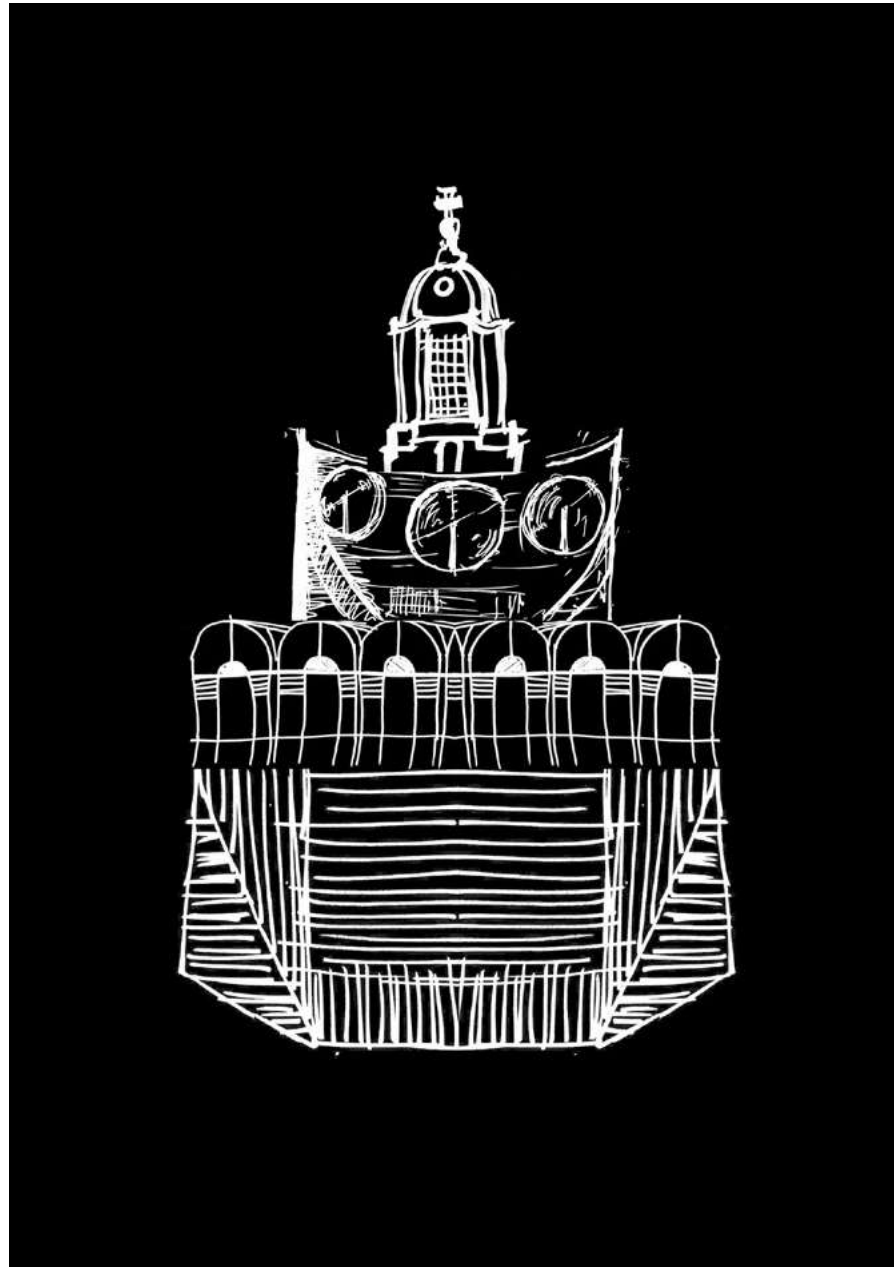


Launching existing brands into new markets with juxtaposed cultural sensitivities is a delicate balancing act. One which requires in-depth market knowledge and the subtlety to transpose core values onto a new canvas without loss during translation. We worked on a strategic re-brand project for the real estate arm of one of China's largest companies, Poly Global. With an established presence in Australia and the US, the company was expanding into the UK and required a UK-focused expression of the brand.

Launching the Poly Global brand for the UK market with a tailored and market-nuanced brand strategy, architecture and visual identity.



We worked with Poly Global to complete a thorough brand strategy piece that successfully communicated their complicated brand architecture. After completing a detailed series of stakeholder interviews and competitor analyses, we identified and refined the Poly Global brand ecosystem for the UK market, identifying their unrivalled financial clout and extensive on-the-ground team insight as the key pillars of the UK brand. This brand strategy was supported by subtle creative that introduced a new secondary colour palette and image style that aligned the existing visual identity with the cultural nuance of the UK market.



Amuse-bouche: *Britt-Stratta Bites*

4/6

#4 New markets

Forma Milano

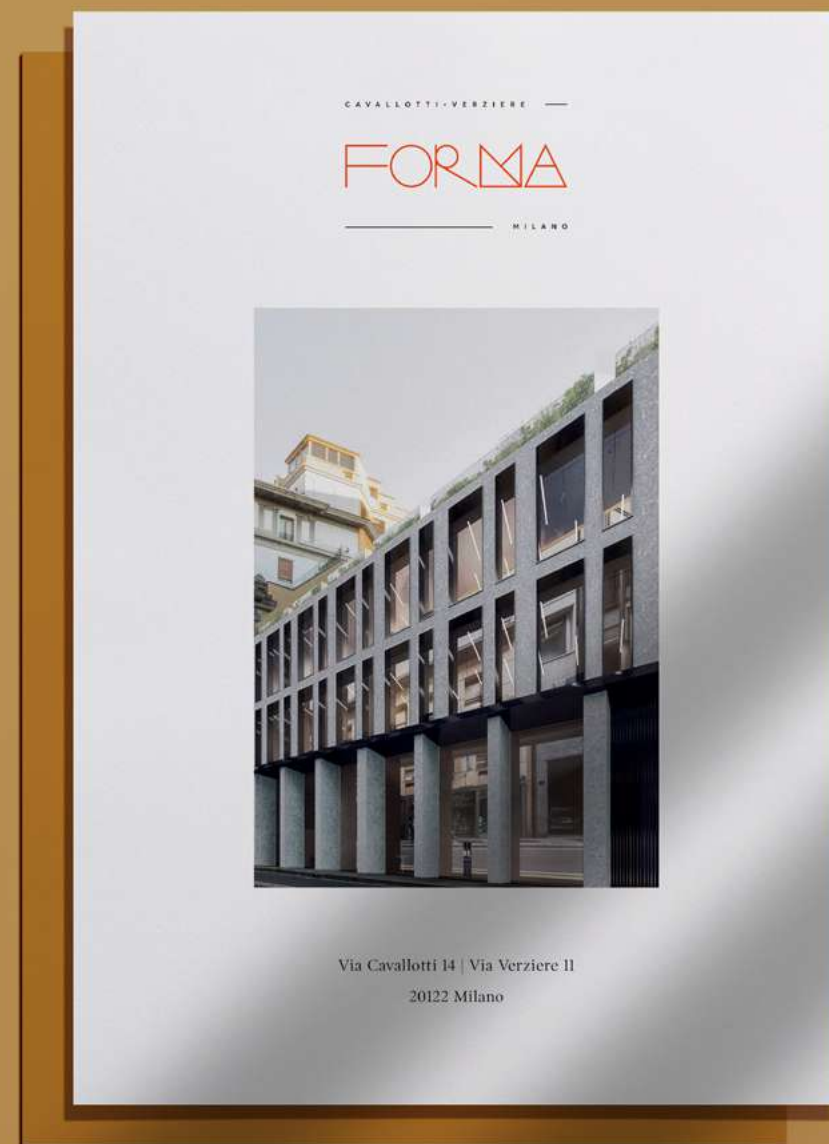
STRATEGY + BRANDING + DIGITAL + PRINT + ENVIRONMENTAL

A space crafted around you



Only a stone's throw away from the iconic Piazza Duomo in central Milan, Forma Milano was an opportunity to acquire arguably the most exciting mixed-use location in the city's centre. We worked with BNP and Creols on a campaign inspired by the area's rich culture and its impressive strategic location. In the heart of the Durini design district, an area internationally renowned for its innovative interiors and furniture design houses, Forma offered a unique investment opportunity – great office and retail accommodation in an area with an unrivalled lifestyle offering.

Our campaign positioned the retail element of the property as a boutique design space, the perfect accompaniment for any firm's premier front-of-house office spaces in the heart of this historic capital. Mirroring the building's distinctive architectural style, our creative work was informed by the singular work of Gio Ponti. The globally-recognised design polymath was famous for his geometric patterns and clean crisp lines. This inspiration is a thread that runs through all elements of the project, seamlessly connecting a high-class and elegant investment campaign.



NEW MARKETS | FRANCE

IKO — Howald city

BRANDING + DIGITAL + PRINT + SUNDRIES

Howald City was our debut project in Luxembourg. Driven by new plans to build a high-speed railway terminal in the city, the area was preparing for the benefits that came with this new exceptional accessibility. To capitalise on this opportunity to be the gateway to Luxembourg city, we worked with a large group of public and private sector bodies, led by IKO, to create the overarching brand for the new Howald City, and position it as a fresh and ambitious business destination.

The old city was split down the centre into residential areas on one side, and large out-of-use industrial warehouses on the other. The vision for the new Howald was to transform this industrial area into a multifunctional business community that would revitalise the area. This rejuvenation would help shift the gravitational pull of the country's capital, Luxembourg city, by creating another first-class business destination.

There is always a challenge when creating a brand from the ground up for a project of this scale. How do you capture the vision of what this destination will become in a coherent and compelling way, when it consists of many different parties working on individual projects simultaneously? We provided value by helping unify the identity and vision of these many separate endeavours. We worked on a series of interviews and workshops with all stakeholders involved to create a unique brand and visual identity that would help guide the vision for the renewal project for years to come.

With development underway, the project is set for completion in 2025. We look forward to following its progress.

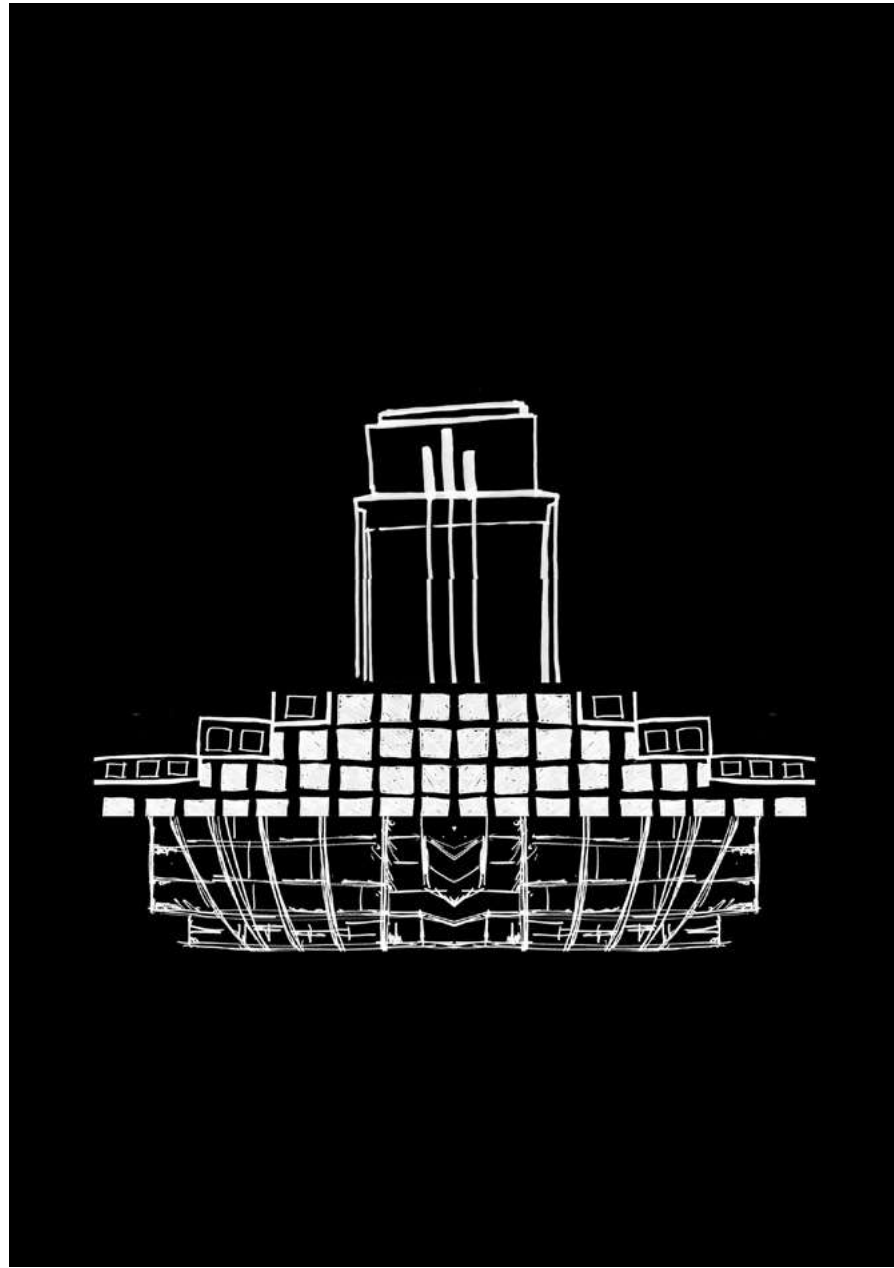
“*Une vision sans execution n’est qu’hallucination.*”

THOMAS EDISON

Howald
CITY

Connected

Vision without execution
is hallucination.



Amuse-bouche: *Alder-Tate Tatin*

5/6

#5 Engaging digital

Digital marketing in real estate

Covid has had a huge impact on marketing commercial real estate. Beyond temporary embargos on physical viewings, reduced demand for space, or changing tenant priorities, the customer journey has been fundamentally altered. We believe this is for the better. The importance of sophisticated digital strategies and execution within our industry has never been higher. This is the future. A future which some, more than others, are prepared to take advantage of.



Ben Parkinson
Group Digital Director

FIRST, DIGITAL

Across nearly every industry, digital has become, or is becoming, the primary experience of a campaign. While this digital first or digital only approach is more suited to consumer-focused companies, real estate is not insulated from this approach or consumer expectations. The pandemic highlighted the need for more investment in digital strategies when marketing destinations, whether through social media, content strategies, new presentation platforms, web design and more. The result being that campaigns needed a digital focus at the forefront, rather than as a supporting role.

“At Saentys, our digital philosophy is to create experiences that change the way people think, interact, and behave. Our expertise lies in delivering the digital solutions that support this transformation.”

One area of significant change is collective spend on digital media. There has been a consistent increase in spending on paid social channels across all our clients. They are seeing the results of being able to target a very specific audience against a very granular set of targeting criteria across all markets for their campaigns. This isn't new outside of real estate, but it's a step in the right direction for the industry and evidence that the investment is switching towards a more digitally-focused approach.

While the industry may have been slower to adapt to some changing technologies, it is catching up, and has already made huge advances in certain areas, such as Virtual Reality and Big Data.

Building on large technological strides made in recent years, in the past 12 months, VR has been instrumental in helping long-distance buyers experience properties they can't physically visit. As the underpinning technology improves, we will start to see VR & AR (Augmented Reality) playing a bigger role on both the selling and buying journey. Big Data has played a role in real estate investment for years, but the real industry continues to reap the rewards, using it to drive decision making processes around investment.

As we can increase the sophistication with which we gather relevant data, we can increase the efficacy of these approaches.

These trends are just the beginning, with more changes yet to come. We will see a whole new set of products to support and drive business transformation, adopt new workplace technologies and use data-driven insights to manage their corporate real estate portfolios.

MERGING THE DIGITAL AND THE PHYSICAL

Real estate is an inherently physical project. However, the dichotomy between the physical and the digital is one that has been slowly dissolving over recent years. Previous perceptions of two distinct and opposing realms of space have been shattered as digital mediums seamlessly integrate in our physical spaces. These hybrid spaces are one way in which our industry can be leaders in the application of digital tools.

This permeation into physical spaces has been accelerating through evolving customer expectation for digitally sophisticated experiences. This starts beyond marketing and makes part of wider decision making. For example, landlords are expected to integrate more tech to support their tenants, to create smarter more sustainable buildings and to help buildings be adaptable. The modern tenant desires a frictionless building experience. The answer – digital tools.

When we think of how this applies to marketing space, digital solutions can be deployed within physical marketing suites to enhance the experience. Whether it's through interactive presentations, Augmented Reality, or Virtual Reality. The customer's experience needs to be seen as an unbroken continuum. They do not see the distinction between their digital and physical experience of an asset. So, if a customer's journey begins through viewing a website, a digital presentation, a social media campaign, this experience needs to be consistent with whatever they experience on site. Achieved by integrating digital solutions within physical marketing spaces.

DIGITAL FIRST, AGAIN

Digital experience also offers an unrivalled flexibility. Digital technology is called upon and heavily relied on during or after adversity. Therefore, we have seen a huge shift and increased investment in property technology (PropTech), with different solutions changing the way we buy, sell, and interact with properties.

Through a marketing lens, it allows a digital space that can provide a solution for when physical marketing suites are not the best option. With the cost to produce physical suites sometimes outweighing the benefits, and the reliance on prospect's physical attendance, sometimes a digital-only approach can provide the perfect solution.

At Saentys, we have created a tool that recreates the marketing suite user journey fully online and gives our clients a tailored experience to present key information to a select group of prospects in an engaging way. This tool has been successful during the last 12 months and as the technology required to support the marketing suite sales journey online (including VR, AR & 3D graphics) improves, so too will the experience we provide our clients.

KEEPING IT OLD SCHOOL

Some may question to what degree digital can influence real estate. We aren't marketing mass produced products on social media. The sales journey is far more sophisticated, the physical asset is vast, and hundreds of millions are at stake. So, personal experience, relationships, and more traditionally 'old school' techniques will always, and rightfully, take centre stage.

However, we are seeing that there is, at least, a minimum requirement for digital in every successful project. This is dependent on the problem we are trying to solve for the client. We only recommend digital tactics that will solve our client's problem effectively and efficiently. Not every building needs a social media presence, but every campaign needs a website.

The website is the anchor. The 2.0 of web development within real estate is adapting these websites and providing a fully personalised experience for multiple audiences. For example, if a prospect entered the client's website via a social media campaign, they might have a different experience than if they visited from an email campaign. We can tailor-make the website and adapt the content depending on where you click from creating a fully connected ecosystem at the core of the campaign.



As people adapt to a more digital life, they will expect to shift seamlessly from digital to real life. We need to use digital as the glue to help this feel both seamless and powerful to the end-user. Our role as an agency is to bridge these gaps with the landlord and the sales agents, supporting them in navigating these ever-changing waters of digital disruption.

The opportunity lies in creating digital ecosystems that connect marketing activities both offline and online, and in developing dashboards that provide an efficient digitally-focused way in which to manage assets. Digital has evolved massively and there are numerous large- and small-scale software products supporting our clients within the exploration, deal-making and property management phases.

IN PURSUIT OF DIGITAL DESTINATIONS

At Saentys, our digital philosophy is to create experiences that change the way people think, interact, and behave. Our expertise lies in delivering the digital solutions that support this transformation. It's our job to provide a cultural wrapper and breathe life into physical spaces that magnify it as a meaningful destination.

Most of the time, the campaigns, and the projects that we support, the client's ultimate vision and the construction work required to complete this, isn't completed, hasn't started or the space doesn't even exist yet. Therefore, it's our job to craft a story and strategy which creates aspiration and maintains exposure across multiple channels throughout the different plans of work stages. We do this by building digital ecosystems that help facilitate and support the client across the end-to-end campaign.

The future is digital, and it's here now. Are you ready? Speak to us today to find out how our team can help you maximise the potential of your digital offering.

ENGAGING DIGITAL | SWITZERLAND

Origami

STRATEGY + DIGITAL + PRINT

Origami is an office complex in Geneva's FTI district, part of a government campaign to rethink industrial areas and facilitate entrepreneurs becoming established and integrated into an innovative ecosystem. Previously home to world famous beauty brand COTY, 50% of the building was now in need of new tenants. We worked with CBRE on an innovative campaign to fill this space.

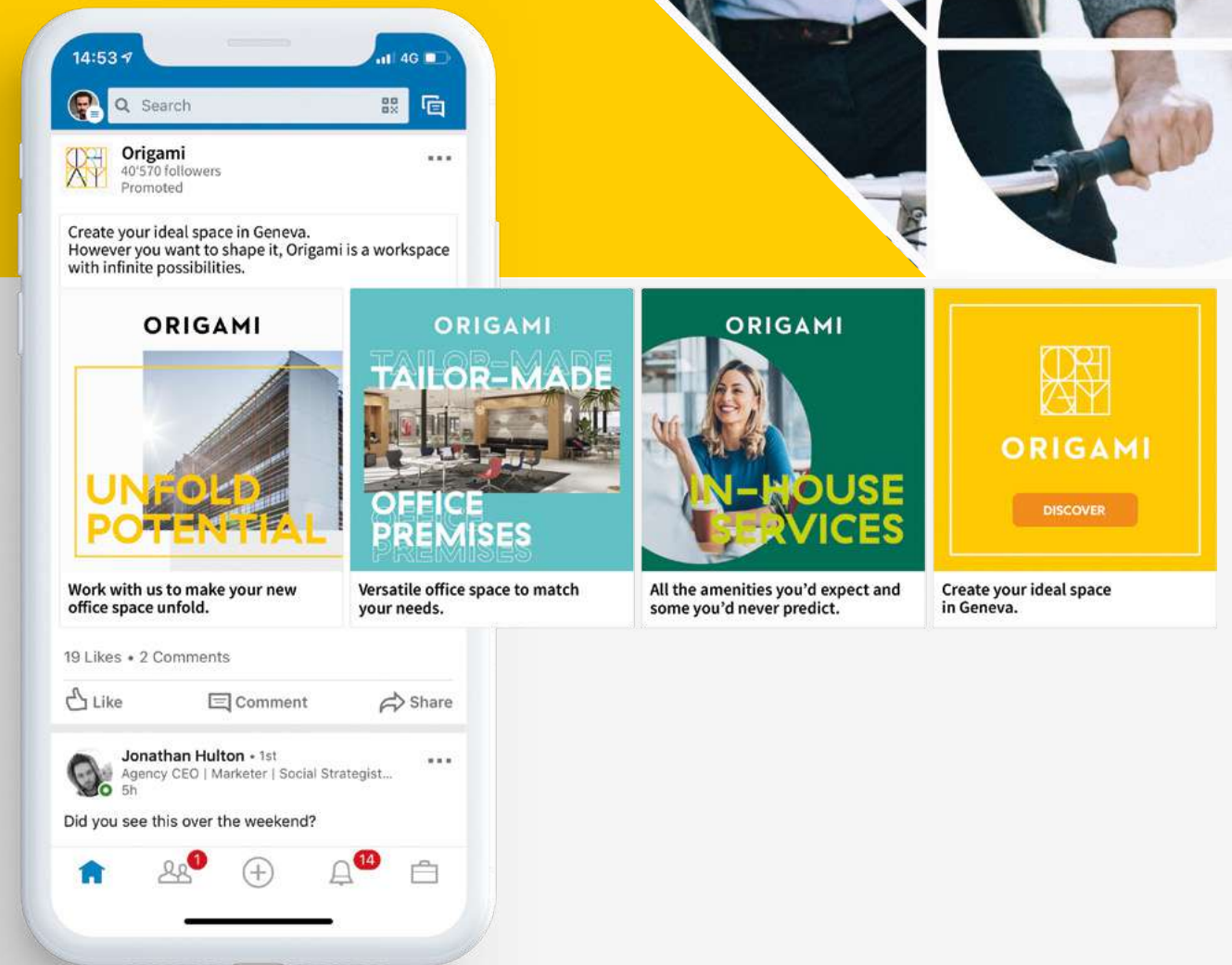
The challenge Origami faced was two-fold. The building was well known for its famous tenants, and so our campaign had to build a reputation that changed people from seeing the space as the 'COTY building' and help them see it as Origami. And once this change in perception was complete, the number of potential new tenants was limited. Part of the government's plan to promote industrial innovation in the area meant that only companies that met specific requirements were allowed to lease office space here.

So we proposed a solution that used a combination of short term and long term digital marketing to promote and amplify the campaign. In the short term we ran paid LinkedIn and Google ads campaign to directly target the specific audiences. To achieve our long term goals we developed an organic SEO (Search Engine Optimisation) content campaign. This SEO campaign explored the concept of the building as a flexible space, and featured a series of optimised blogs generating traffic along a specific and tested set of search terms.

This kind of SEO work does not deliver short term results. It's a long game. However, when trying to target a small available audience, it allows you to be incredibly specific. A campaign like this also has benefits beyond the first round of attracting new tenants. By positioning yourself with high quality optimised content, you place yourself at the top of the list for anyone who researches the area while simultaneously moulding an identity for your destination.

Our agency's ability to apply and develop these types of campaigns is another tactical tool to provide future proof and long-term real estate campaigns.

CASE STUDY



Organdi

STRATEGY + DIGITAL + VIDEO + SHOOT



FOLLOW

#followOrgandi

To revitalise the communication around the Organdi building and to encourage prospects to visualise themselves in the building's complex architecture, we developed the innovative and immersive #followOrgandi campaign in collaboration with the CAVP.

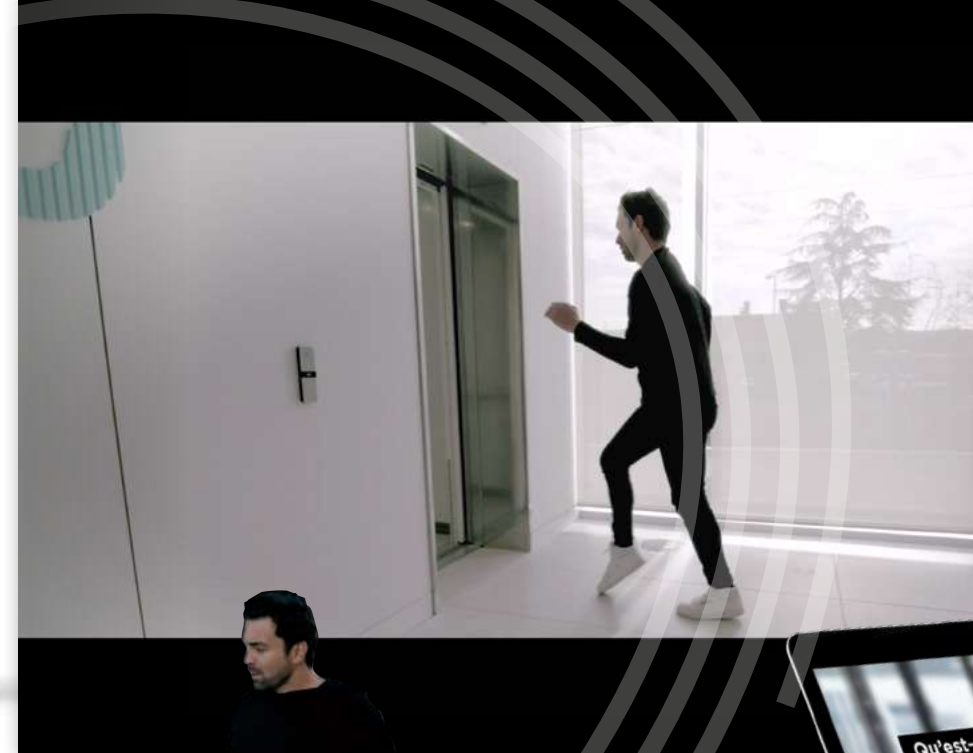
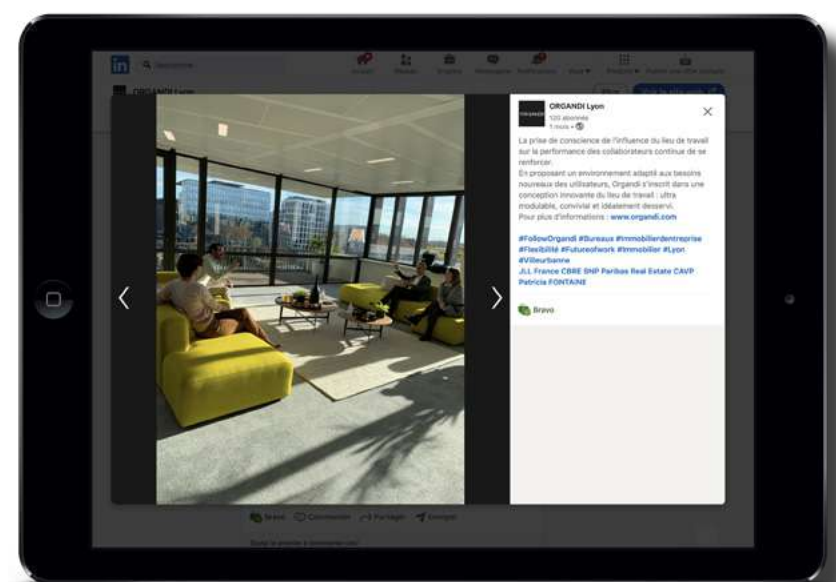
#followme

Through the eyes of a dancer. We showed audiences a new way of discovering the building by following a creative and immersive dance routine through the exterior and interior spaces.

#followmybroker

During phase two of the campaign, we encouraged each broker to become an Organdi influencer and tell us about the features of the building.

The campaign was published on Organdi's LinkedIn company page and promoted via sponsored posts and YouTube video ads to increase visibility. The campaign has had a great impact on the Lyon real estate market thanks to its distinctive content.



ORGANDI



SWISSLIFE | FRANCE

Muse

BRANDING + DIGITAL + PRINT

MUSE is a beautiful office development set in a renovated central Parisian mansion. Simultaneously surrounded by green space and in the heart of the capital, it is a unique asset. We worked with Swiss Life Asset Managers France on a campaign that highlighted the power of first-class creative dovetailed with innovative digital marketing in attracting new tenants.

We developed a digital marketing campaign focused on LinkedIn and Instagram to maximize the reach of the campaign on launch. This allowed us to target specific audiences at speed. These solutions worked hand-in-hand with the bespoke illustrations and bold, engaging copy that were created to support the campaign.

Working within a conservative digital market budget, the MUSE campaign generated over 170,000 impressions, more than 1,000 site visits and just short of 500 social media interactions within four weeks. This is proof that combining quality creative with the appropriate digital marketing tools can develop a reputation within a tightly-targeted professional audience, generate qualified traffic to your site and engage a community around social media channels.

LinkedIn

Total expenditure budget

€3,568**177,033**

Impressions

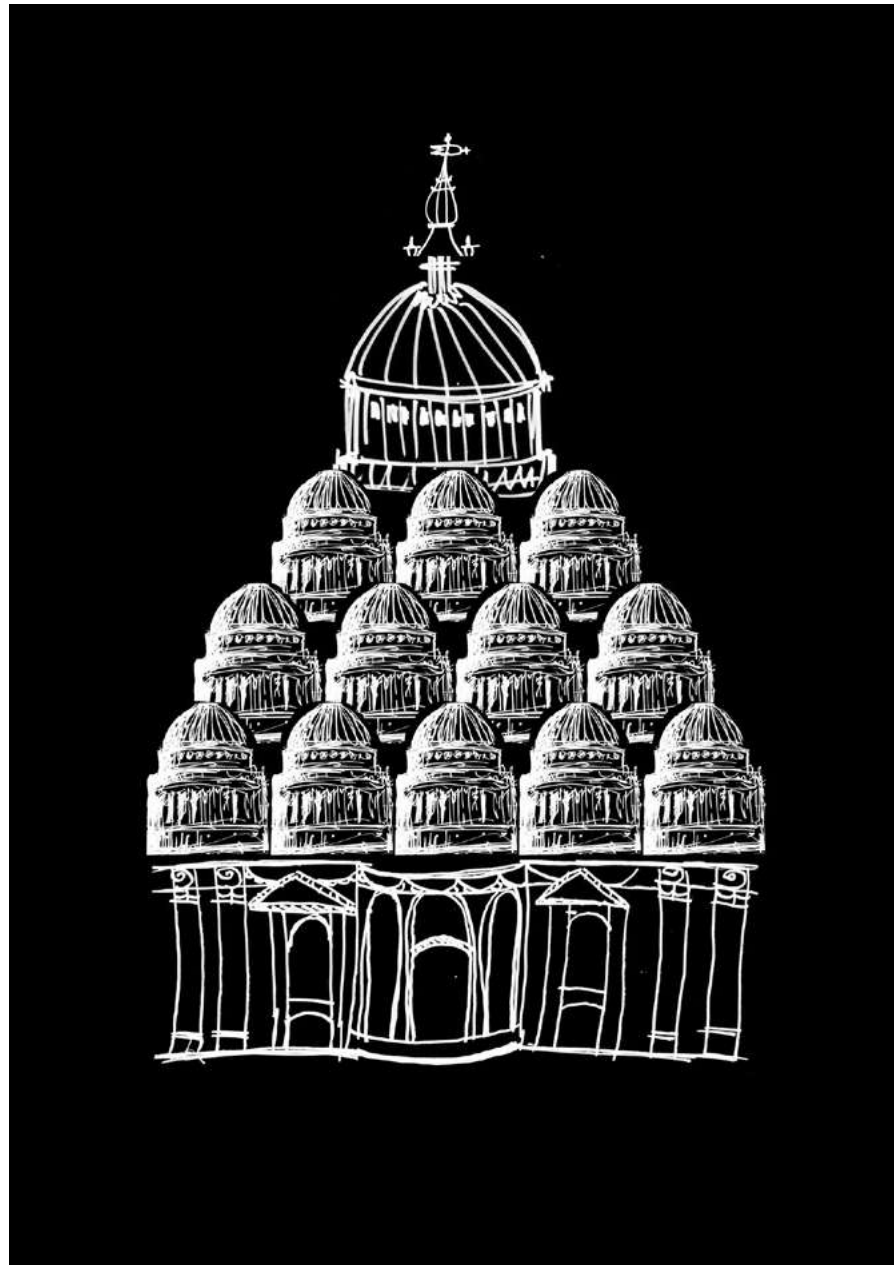
1,065

Visits to the website

451

Social media interactions





Amuse-bouche: *Triple Pauljellipud*

6/6

#6 Promoting historical buildings



PROMOTING HISTORICAL BUILDINGS | UNITED KINGDOM

Film House

BRANDING + DIGITAL + PRINT

Film House has always held a special place in the very heart of the West End. It has had multiple illustrious lives over the years – from being the headquarters of Pathé Films to Nike's top client R&D offices. We were tasked by the owner and Knight Frank to re-package the new-usage proposals for the building to market. Namely; hotel, residential and fully-refurbished offices. The pack needed to be complimentary to the heritage but also clearly forward-looking.

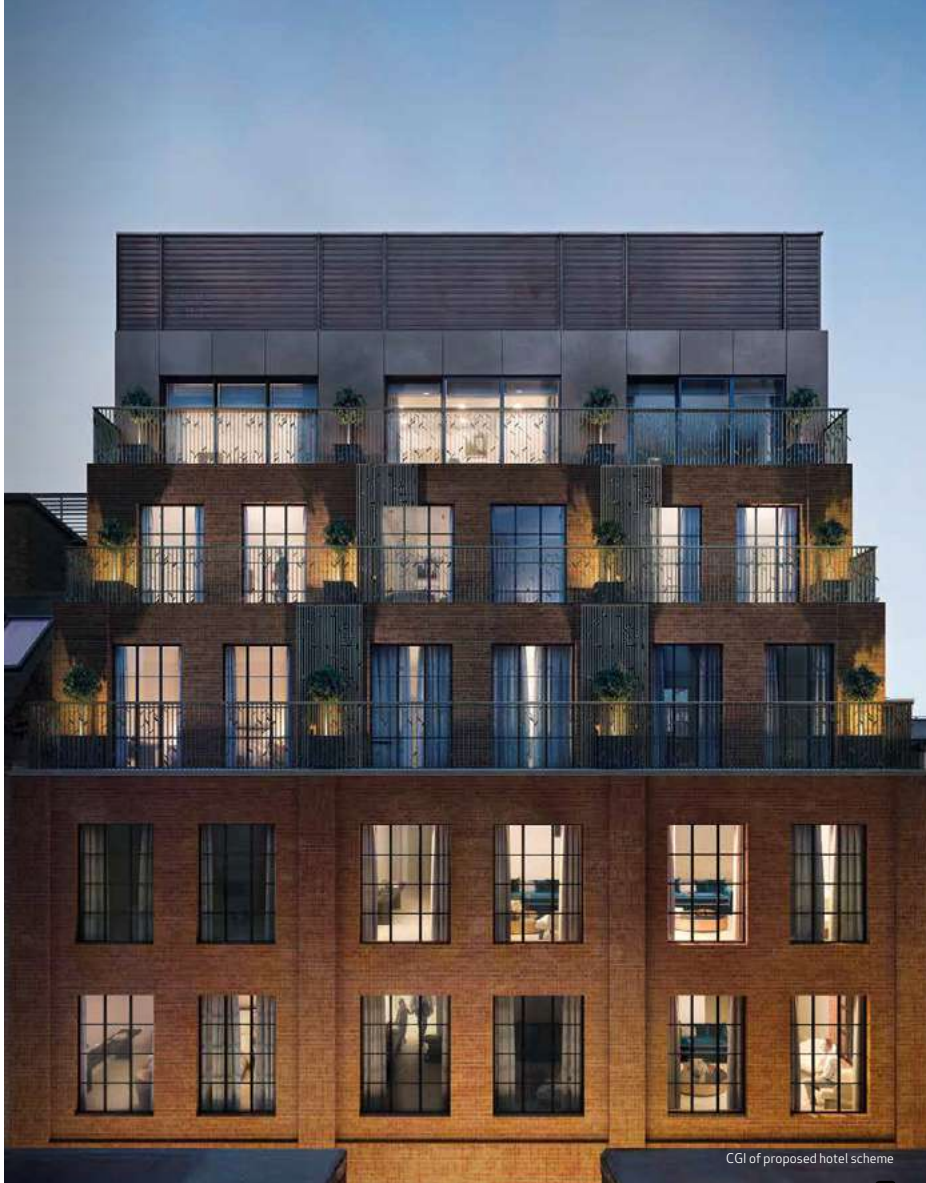


FILM HOUSE
SOHO, LONDON

FILM HOUSE

0.6 ACRES OF PRIME SOHO REAL ESTATE WITH PLANNING CONSENT

CASE STUDY



CGI of proposed hotel scheme

FILM HOUSE

SOHO AND WARDOUR STREET

WARDOUR STREET WAS HISTORICALLY KNOWN AS LONDON'S FILM ROW WITH THE STREET'S CONNECTION TO THE FILM INDUSTRY STARTING AT THE TURN OF THE 19TH CENTURY WHEN APPROPRIATELY 125 FILM COMPANIES, INCLUDING BRITISH FILMS, LOCATED ON THE STREET BY 1914.

By 1914 there were around 100 film companies on Wardour Street with film nearby Shaftesbury Avenue, Gower Street and Charing Cross Road also housing film-related companies.

Pathe was one of the earliest studios (Pathe Brothers at 100-101 Wardour Street) and the early and the Park Organisation, the British silent film company. By the 1910s around 100 film companies were located in the area of Wardour Street.

By the end of the 20th Century most of the large film companies had moved elsewhere leaving a handful of smaller distribution and post production companies located in the vicinity.



Dix Solferino

BRANDING + DIGITAL + PRINT + SUNDRIES

L'ESPRIT CHIC DE LA RIVE *gauche*

DIX
SOL
FER
INO
PARIS 7



Boardroom



Director's office

Meeting room, 1st basement level

A building lives many different lives. Each one shaped by its inhabitants, culture, redevelopment, or a myriad of other factors. Some may be fleeting, but others have remarkable staying power. 10 Solferino in Paris is one such building. Located in Paris' historic 7th arrondissement, this property was famously home to the French Socialist Party. As a result, the address is well known in the minds of many in the nation.

So, when working with APSES to transform 10 Solferino from political headquarters into high-end modern office space, we created a campaign that simultaneously harnessed the renown of this famous address while reintroducing a new future for the building to the market. Our 360° campaign focused on image. This focus included a striking set of high-class print items that reflected the quality of the property, a sleek website and range of visual assets that approached the task of transforming perception from every perspective.

The brand we created took inspiration from the distinctive Parisian fashion scene. Using stark and minimalistic black and white typography and graphics to align the new Solferino with its target audience. Brochure layouts were a nod to the high-end fashion publications like *Harpers Bazaar*, and large picture and typographic spreads allowed the building to scream of a future-focused, vibrant and dynamic new direction.

A

DISCOVER MORE ABOUT OUR TEAM

Congratulations...

Please join us in celebrating the hardworking Saentys team members below on their recent promotions. This team of experts works tirelessly to ensure everything we deliver hits the brief, meets our high standards, achieves objectives and is otherwise top-notch. Well done!



Andreas Fux
Agency Managing Director,
Switzerland

Despite the challenge of starting an office in Zurich right when COVID struck two years ago, Andreas has made it a big success. So much, in fact, that he'll be taking the helm as Agency Managing Director, Switzerland.



Anke Kadolsky
Strategy Group Director

Anke's done an exceptional job developing our strategy offer these past 12 months, and we're delighted that she'll now be strategy subject-level expert for the group, along with (hopefully) support from a new recruit in the strategy team ASAP!



Anne-Sophie Arnault,
Senior Creative Artworker

Anne-Sophie's got a keen eye for detail, and we're very glad to have her expertise in ensuring work is production-ready for French projects. Congrats, Anne-Sophie!



Camille Thuillier
Senior Designer

After a solid couple of years at Saentys, together with her architectural background and intuitive good style, the Swiss-French Camille is a perfect fit and a must-have talent in our design team.



Davina Dyson
Creative Director

Fact: Davina can design with her eyes closed. Even then, her talent and dedication always pushes quality and creative to new dimensions. That's why we're delighted that she's now Creative Director.



Francesca Sterpone
Art Director

Everyone fights over Fra in their projects because everyone knows she can expertly create and spin many plates faster than you can schedule. She is also helping us open doors on the Italian business side. For all that and more, congrats to the newest Art Director at Saentys.



Katie Park
Client Services Director,
United Kingdom

In 12 short months, Katie has impressed us with her expertise, efficiency and her calm – how does she do it?! She will now be responsible for overseeing consistency and excellence in client management and project delivery amongst the UK Client Services team.



Magdalena Hirmer
Senior Designer

We would've been in a *wurst* place without Magda. Her design flair is ever-flourishing and her linguistic connection keeps us marching with confidence on the German front. Well done, Magda!



Melanie Defrance
Senior Digital Producer

Nothing gets past Melanie, that's why she's being promoted to Senior Digital Producer. She's one of the busiest and hardest working members of the crew, but she'll still always make time to help. If you need a pixel perfect website, you are in good hands.



Michael Potts
Creative Director

After several months freelancing, we've finally persuaded him to stick around! Mike is incredibly talented, and brings a wealth of experience to Saentys, and joins us as Creative Director.



Michel Regueiro
Chief Strategy Officer

When Michel joined us we were in need of greater operational maturity, and with his oversight, we're now running a tighter ship. The work on efficiency is not done, but things are moving along well, so it's time for Michel's focus to shift to growth and innovation. As CSO, he'll be looking after the strategic direction of the agency.



Paul Stone
Development Lead

You may not hear from Paul often, but he quietly keeps our Digital machine ticking. Paul is now our Development Lead and will be overseeing all development inside and outside the business, ensuring our processes are followed and the quality of our output is truly Saentys-worthy.

SAENTYS DESIGN KITCHEN

#gallery

amuse-bouches

On a lighter note...

We hope by now you've had a chance to sample the delicious **amuse-bouches** of London between the chapters. These little morsels weren't something you ordered, but just a palette cleanser from the Saentys Design Kitchen.

The world has had a big reset with serious challenges that have forced us to re-evaluate, re-prioritise and push the once impossible. As we were forced into isolation, the precious nature of human connection was made more evident than ever. In the theme of catching up for lost time as we emerge and reconnect with each other, we wanted to take the opportunity to pause a moment and celebrate life's joyous small things, hence bringing you a taste of the London City skyline you know so well, but in a new and whimsical light.

Armed with only paper and pen, spontaneity and imagination, the chefs at Saentys left their Macs behind and took to a city rooftop one evening over drinks and visual-stormed a series of drawings through a collaborative '*cadavre exquis*' exercise.

For real estate gourmands like you, it would have been too obvious to plate you a *Gherkin*. The culinary delights here included a bruschetta made of the *BT* and *Strata Building* ensemble, a shark-fin friendly rendition of the *Shard* and *20 Fenchurch*, a French *Minster*, *Aldersgate* and *Tate Modern* hybrid dessert and *St Paul's* twice cooked, in three ways.

The real estate market is ever evolving and our audiences are now more intelligently aware beyond the bricks and mortar facts. What used to be winning USPs are now mere hygiene factors standard with every order. Beyond trends and tastes, marketing our destinations now demands a new and compelling level of genuine substance in full *phygital* coverage to stay ahead of the curve.

I hope you enjoyed these *amuse-bouches* for your mind. These were calorie free and not added to your bill. Until next time, here at Saentys we thank you for your partnership and look forward to creating more stories and magic to transform your next destination.

Melinda Lee
Group Design Director

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