



Morston Assets



Open Opportunity

As part of a £250m regeneration project, property developer Morston Assets is creating Yours South Lynn, a brand new sustainable community, including some 900 eco-homes, along with business, retail and leisure facilities. Retained just 2 weeks before launch, we were tasked with marketing the development from scratch, producing everything from a corporate identity, through sales literature and a website, in a matter of days. Thereafter, the challenge exists to sell homes in King's Lynn, whilst promoting the wider agenda of social responsibility and environmental sustainability.

Open mind

Whilst we all claim to be advocates of both green and community initiatives, home-buyers are still primarily seeking a 'deal'. Hence our strategy to 'sell locally' 'brand nationally' under the creative umbrella, 'making a difference begins at home.' Hard hitting 'price led' local press ads have been supported by a comprehensive web presence, tactical advertising and national PR, which seek to shock prospective buyers into realising that social and global issues are relevant to their domestic circumstances.

Open doors

As the development nears the end of year one, sales of homes in Phase 1 are almost complete. The development's continued high profile means that businesses and educational establishments have committed to the site, whilst the build quality and environmental credentials have received recognition from the building and regeneration industries.

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