






# Wheeldon Homes


brighter contemporary living



**The School Yard, Edward Street, Derby**  
2 bedroom apartments from £158,890.  
3 bedroom townhouses from £203,990.  
Sales Centre open 10.30am-5pm every day.  
Call 0845 295 8802 or 01332 388388 (24 hrs).



the details make the difference





WHEELDON  
QUALITY HOMES  
www.wheeldonthomes.co.uk


relax and enjoy your wheeldon home

**The Heathlands, Southwell Road, Rainworth, Nottingham**  
4 bedroom detached home £182,950.  
For viewings call Rachel Edwards on 0845 827727 or for details call 01332 388388 (24 hrs).

**LAST PLOT REMAINING**  
**STAMP DUTY PAID**  
plus a massive  
**£5,000 CASHBACK**



the details make the difference





WHEELDON  
QUALITY HOMES  
www.wheeldonthomes.co.uk


the hottest properties in town

**Maple Gardens 2, Langley Mill**  
2 bedroom homes from £166,950.  
3 bedroom homes from £106,950.  
Sales Centre open 10.30am-5pm every day.  
Call 0845 0548 400 or 01332 388388 (24 hrs).

Plus  
**5% deposit paid**  
**STAMP DUTY PAID**  
£500 TOWARDS LEGAL FEES  
on selected plots



the details make the difference



WHEELDON  
QUALITY HOMES  
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## Open Opportunity

Wheeldon is a property developer building quality starter and family homes and commercial units throughout the East Midlands. With strong local competition, the client was looking to build a point of difference in a crowded marketplace.

## Open mind

We supported all live sites via the proven channels of press advertising, PR and brochures but added local radio and 48 sheet posters to the mix. A hard working approach from our account team built a rapport with the on-site sales personnel, resulting in more PR opportunities.

We regularly changed creative treatments to avoid the danger of advertising 'wallpaper' and actively sought creative executions that departed from the 'loving couple with Labrador' scenarios so common in this market.

## Open doors

The client was delighted with a new portfolio of brochures that sought to echo the individual style of each development. The regularly refreshed advertising and frequent PR helped the client achieve standout in the property pages, whilst on-site surveys proved that strategically placed 48 sheets, and particularly radio, drove footfall to site.

The Dairy  
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Old Basford,  
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