

Case study Aston Mead

CLIENT

Aston Mead is an award-winning home-counties estate agency with seven offices across Surrey. Ambitious and expanding, this privately owned company prides itself on providing the best in local expertise and excellent customer service.

TASK

Towards the end of 2013, Oculus met with Aston Mead to review its marketing activities and discuss ways in which we could help enhance its current profile. Aston Mead's website had recently been redeveloped but it was clear that their branding needed an overhaul to bring it up to date.

Aston Mead's existing collateral was not consistent - this was particularly evident when comparing online and offline materials. With so many different platforms in place for prospects and customers to meet with the brand, it was essential that we put forward strong coherent designs for the full range of collateral to ensure that the Aston Mead brand would be instantly recognisable, both visually and in terms of verbal communication.

ACTION

Following a brand audit, we developed a set of guidelines that covered the Aston Mead logo, logo usage, colour palette and typeface.

Although the website had only just been refreshed, we suggested ways in which Aston Mead could benefit from some quick and easy wins. For example, by improving usability, unifying typography and styling, updating web banners and editing the copy. We also made some suggestions for long-term strategic approaches to be addressed in the future, including a number of ideas for online campaigns and customer incentives.

We applied the new brand to the suite of collateral, including:

- Posters and window promotions
- Door drops
- Signage, boards and property details
- Stationery and brochures
- Advertorials and property ads
- Web banners, emailers and an enewsletter

RESULT

Oculus worked closely with Aston Mead, completely rebranding the company to strengthen and consolidate its position and create standout in this fiercely competitive sector. Since the rebrand, we have also produced Aston Mead's quarterly magazine and a fun animated video that engages with its target audience.

FIND OUT MORE

If you'd like to find out what we can do for you, call us on **0118 958 9815** or visit our website at www.oculus.co.uk





“Really like this... video hits the spot. Well done!”

Aston Mead