

Case Study: Modus Estates, Glasgow

About Modus Estates

Modus Estates Ltd is a property company specialising in land acquisition, residential property development and investment. They are currently operating in Scotland and North England from their offices in Glasgow.

Established in 2004, Modus work closely with their teams of key design consultants and contractors to deliver life-enhancing developments which are right for the market.

Previous project experience ranges from sleek city centre apartments to suburban retreats.

rocca creative



Working together

RoccaCreative first started working with Modus in 2006 on their award nominated development The Chimes in Sheffield. Disgruntled with the performance of their marketing to date, they consulted us on how to improve results.

Our extensive experience in the development and construction sector meant we were well equipped to deal with the brief.

Since refreshing The Chimes brand we have helped develop the Modus brand. Including the web site with content management system. As well as creating new identities for up and coming developments.

Creating the Westchurch brand

In early 2007 Modus began work on a redevelopment of a church and its land in Maybole, Ayrshire, Scotland. As well as the redevelopment of the church into 3 luxury apartments and the Manse, 14 new build town houses were erected within the walls of the grounds.

“Response to marketing of Westchurch has exceeded expectations. Whilst other developments in the area have struggled to sell, we can’t build it quickly enough!”

Tami Mawhinney,
Sales and Marketing Manager.

Maybole forms part of a new commuter corridor to Glasgow. The recent expansion of the A77/M77 means a journey of an hour to Glasgow. It’s close to the coast and the popular town of Maidens and in a beautiful rural setting. Perfect for the young, upwardly mobile family.

RoccaCreative undertook a period of research to help identify the audience and the best way to advertise the development to them and reported the results.

This information dictated the style of the brochure to a degree. It was clear that this was not a city living development, aimed and the up and coming

businessperson. It was an historic, rural home for families.

It was from this that the strap line ‘Welcome home’ was born. This phrase hinted at the inevitable, but was also welcoming, inclusive and friendly. The graphics were developed to hint at the historic nature of the development. Simple use of freehand lines depicted arched windows and attractive detail whilst computer generated images of the whole development provided the picture of the completed product.

Once agreed, the brand was rolled out onto advertising for local and regional publications. With large format graphics on site and a tactile brochure carrying the background detail to be mailed out to prospective buyers.

While going to print, all of the church apartments had sold off-plan. As well as the Manse (the first part of the development to be completed).

www.modusestates.com

