

Rigby & Rigby



BRIEF

Rigby & Rigby was a niche 'husband and wife' team that was relatively new to the property industry and unknown to the media. The company had just two houses in Chelsea which they had bought, refurbished and were selling for approximately £6 million. The brief was to develop awareness of the business, to develop the brand and to generate sales interest in the available properties, as well as creating a desire to own a branded 'Rigby & Rigby' home, in the same way that Candy & Candy had done before.

Strategy and next steps

A campaign was devised to create maximum exposure, in order to build brand awareness within key media titles in the luxury, international, national, local and trade press.

How we got there

A targeted programme of media relations activity was implemented. This was launched by a focused campaign of media days and site visits, aimed at developing awareness of and providing an insight into the business. The regular distribution of press releases was also employed, to ensure continual media presence was achieved for the business within key media targets. This was supported by the development of regular case studies in order to demonstrate the unique nature of the properties.

A keen emphasis was placed on luxury publications, both in the UK and internationally, often targeting investors of prime central London property.

Results generated in first year

- 13 national broadsheet cuttings
- 29 trade / consumer cuttings
- 4 international cuttings
- 2 local media cuttings
- 2 online cuttings
- 1 broadcast mention