

Case study

N2 Ferntown

Challenge

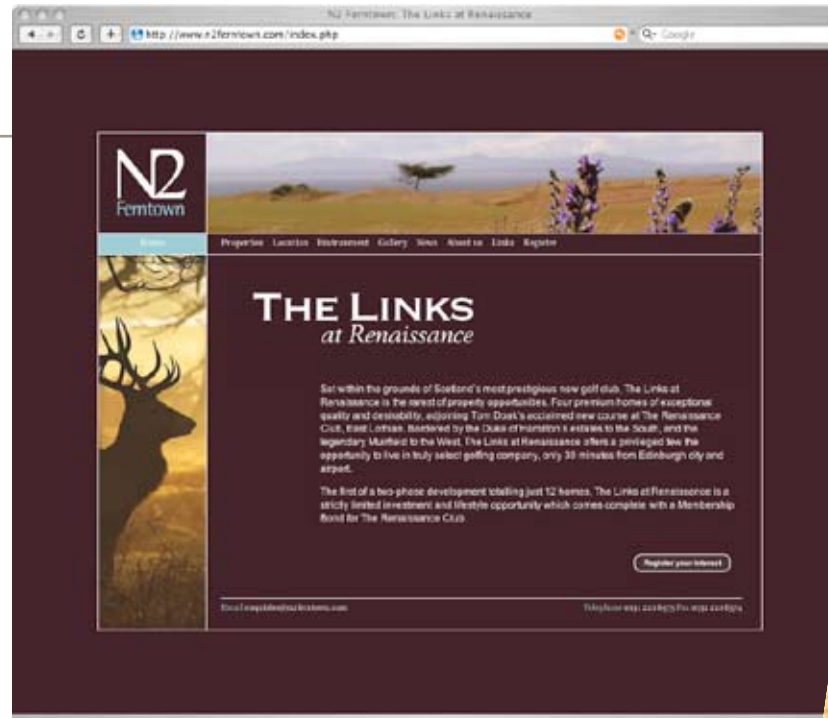
N2 Ferntown is a joint-venture between established Scottish builder, Ferntown Limited and property consultancy, N2 Capital Limited. Its latest project is an exclusive development in East Lothian. Set within the grounds of the prestigious Renaissance Club and adjoining its highly acclaimed golf course, The Links at Renaissance comprises 12 privately gated and walled homes of exceptional character and quality.

Solution

Response Marketing has been involved in the marketing of the project from its outset, from establishing both the N2 Ferntown and The Links at Renaissance brands, designing and building the content managed website, to the design and supply of signage, press advertising and fulfilment collateral.

Results

Interest in the development, since its phase 1 launch in September 2008, has been high. All marketing collateral has been well received by agents.



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