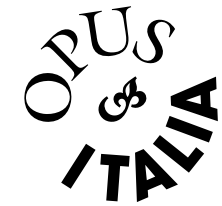


Case study

Villa Saltareccio, Opus Italia



Challenge

Opus Italia specialises in the transformation of historic villas, farmhouses and palazzos into distinctive contemporary homes in enchanting, Italian locations. Villa Saltareccio was their first project, a farmhouse renovation in Le Marche, Italy. Opus Italia decided to offer shares in Villa Saltareccio off-plan on a fractional ownership basis and turned to Response Worldwide to create an appealing brand, a suite of marketing materials and to build a pipeline of sales enquiries to deliver a fast return on their investment.

Solution

Response helped Opus Italia define its brand proposition and messaging. This was articulated through the marketing as 'an extraordinary Italian home, that's made for sharing'. Evocative and appealing imagery was created and carried through all marketing materials.

Once the brand had been created, Response developed and executed an integrated launch campaign through the national press, consumer magazines, targeted e-shots and on-line affiliate marketing.

Results

Within 3 weeks of launch a pipeline of 150 enquiries had been generated and an inspection tour booked. The client has the makings of a marketing database that will build sales for Villa Saltareccio, but will also be of value for future developments.



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