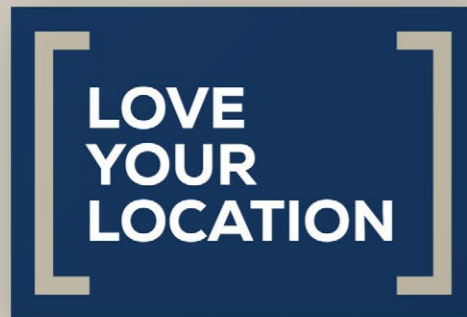


# Branding & Advertising



## Rebranding & Campaign Development 2017

Client: Abode Real Estate  
Product: Western Suburbs Real Estate

Market: Perth's Western Suburbs  
Media: Press, Facebook, Signage & Collateral

*the cut.*

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## Goals

- Reinvent** Create a new logo, brand & campaign for Abode
- Connect** Make Abode visible to western suburbs people
- Create** Design a campaign with strong visuals & messages
- Build** Build community awareness of the Abode brand

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## Challenges

- Unknown** Abode was mostly unknown in the western suburbs
- Undefined** The brand was weak with no clear messaging focus
- Media** A variety of media required from press to social
- Urgency** The project was urgent to meet a re-launch deadline

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## Solutions

- Communications Strategy**
- Logo & Brand Design**
- Campaign Development**
- Print Design**
- Social Media Content**
- Blog Content**
- Review & Report**

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## Achievements

Achieved re-launch deadline & a **successful launch** event



**Positive feedback** from owners, staff, clients & community



**311%** increase in page views, Facebook month 1



**248%** increase in reach, Facebook month 1



**20%** increase in post engagements, Facebook month 1



Need help with your branding & advertising?  
Get in touch anytime **08 6364 0061** or [hello@thecut.net.au](mailto:hello@thecut.net.au)