

WHAT'S THE STORY: BUILDING BETTER BRAND STORIES

WHITEPAPER

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How building better brand stories drives the property marketing category

Stories are one of the most powerful communicational tools we have as human beings. They carry the weight of our words and amplify their sentiment. Stories influence opinion and urge people to act and they're an essential part of how brands connect with consumers.

When matching properties to the perfect buyer(s), each new project needs to be approached from its own unique angle. An author has to think about things like character, setting and plot in order to move a story forward. So, what are marketers if not the authors of compelling brand stories? If you're going to successfully manoeuvre prospects closer to the point of purchase, then your brand is going to require a narrative that engages the emotionally distracted mind of the buyer whilst communicating identity.

1 Understanding your brand

Distinctive assets are a creative-friendly way of signalling your brand. But what exactly is a distinctive asset?

A distinctive asset is anything that a brand can take and make famous. From logos and specific colour palettes to jingles, slogans and pack shape; distinctive assets are the unique elements that consumers use to instantly recognise and identify a brand. They drive recall. And when we talk property, the assets that define, or make a location remarkable, are determined by factors such as the specifics of a building, its facilities and the surrounding area.

Architectural ingenuity, convenience of connectivity, mix of amenities, prominence of location and the prestige of available views are just some of the conditions buyers will take on board when considering the purchase of a property. Recognising and putting forward the strongest and most unique features a property has to offer is the surest way of carving out your brand's surest niche; simultaneously distinguishing it from the rest of the property pack whilst helping to ensure its set of defining characteristics reaches the most suitable set of would be buyers.

2 Knowing the audience

Inside of a lifestyle driven categories like property marketing, the wants and needs of buyers can vary greatly. When developing a marketing strategy around a specific property, it's important to take stock of whom it is that you'll be talking to. Depending on the target audience for a given location, there are plenty of variables to take under consideration.

International property investors, for example, will have a different set of pain points to examine when compared to those of potential owner/occupiers. Even within that owner/occupier segment, there is a huge range of age, gender, professional and familial circumstances to acknowledge and address.

The brand story you develop isn't just about getting noticed. It's about building an idea that elicits the right emotional response from the appropriate consumers and getting them to buy in.



3 Personality driven

Your brand story is more than just another piece of marketing material. It's the thematic throughline that binds all of your other marketing assets and tools together.

Think of it like a saga; a sprawling, long-form story fuelled by the personalities that create, connect and develop growth for your brand.

Your story should be inspired by all of the personas that contribute to the brand. When they're allowed to speak together, the end result is a voice that consumers will relate to and trust – because people tend to trust other people.



4 A story worth sharing

The oral tradition is the most ancient, and perhaps most intimate, means of storytelling. Only tales worthy of repeating get retold. And that's not terribly unlike our map of the consumer journey. At the very top of the funnel, everyone begins as a prospect. The aim of a good brand story should involve guiding individuals from the prospect phase, to the consumer phase and ultimately through to the part of the process where they transition into passionate and vocal advocates.

When you invite customers to be a part of your story, you're also giving them a story that they can tell themselves. The property category may not enjoy the same kind of repeat business that most retail brands are able to achieve, but brand loyalty comes in different shapes and sizes, and therefore has a number of different applications. Adding happy customers and positive experiences to your brand's ongoing narrative is as effective within this sector as recurring buyers are within other ones.

5 The cause for consistency

Once you've put together the story for your brand, it's time to tell it. And how you tell your story is just as important as what it aims to say. Distinctive assets, and their power to instantly communicate brand identity, aren't born or built overnight. They need to be developed, reinforced and embedded if they are ultimately going to take on their intended purpose of serving as a proxy for your brand name.

These neuro-rich triggers increase the size of a brand's advertising footprint and provide compelling new ways to for a brand to represent itself without relying directly on the brand name. When the brand story consistently utilises recognisable assets across their marketing efforts, they're creating a link between these elements and the brand itself. A commitment to imprinting these assets onto the memory of consumers is an essential piece of brand communication that builds towards the kind of long-term salience that invites customers to become a part of your brand story – and not just some casual observer to it.

ABOUT AMBA

AMBA is an integrated advertising agency built for tomorrow. We combine the world's best marketing science, innovative technology, razor-sharp creative and smart media. We are all about growing brands. Evidence based, strategy driven and creatively fascinating.

Brilliant execution guided by an evidence-based approach sets inbound marketing initiatives apart. We maximise your brand's marketing initiatives by not only creating relevant content and eye-catching design but also putting them in the right context.

The Property Marketing Experts

AMBA understands that branding and sub-branding are synonymous with efforts inside the property marketing sector. Our extended experience domestically, and with international clients, gives us a decided edge when it comes to resolving specific property challenges, telling remarkable brand stories and always finding the right angle from which to deliver unique project results.

Science driven, and informed by trending data curated from the world's largest and most reliable centres for marketing research, our ever-evolving approach advances alongside the latest technologies to remain on the industry's leading edge.

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