

DEVINE HOMES

DEVINE HOWE?

The Client:

Devine SA

Project:

Devine 'Touch Screen' TVC Campaign

Project Overview:

Devine is a national land developer as well as a home builder who, up until recently, only built Devine Homes within Devine Land Communities alongside other invited builders. The brand is perceived to cater to the Affordable home bracket with housing choices that specifically target this market.

Devine now build their homes on any developer's or individual's land and have numerous Devine SA community campaigns progressing at Lakeside (North), The Glen (South) and Mt Barker (Hills). Devine SA also have new land communities coming online which offer a range of choice at different price points.

The Business Problem:

People weren't aware that Devine SA offered so much choice of product or that you could build a Devine home outside of a Devine estate.

The property market has hit an all time low. The Construction Forecasting Council (CFC) was seeing building activity contract by more than fifteen percent and expected flat conditions to persist over the long term.

There was a limited budget.

Objective:

Generate awareness of their vast choice of offerings, in a single communication. The creative solution needs to be easily updated over the months to come with new product offer.

Creative Strategy:

It was the noticeable change in consumer behaviour through smart technology that generated the idea for the new Devine SA TV commercial.

The TVC cleverly builds on the digital experience of 'iPhone and iPad flicking.' The 'Touch Screen' TVC has a home-buyer flicking through images of Devine homes, land estates and house and land packages. The TVC presents the different products and land opportunities that Devine offer as being readily available at your fingertips.

Visually, the ad reflected the Devine brand, with generic imagery that was easy to update.

Deliverables:

- 1x TVC 30 second ad
- 1x TVC 15 second ad
- Concepts, scripts and artwork along with pre and post production art direction.

Project Outcome:

- Calls to Devine SA increased immediately.
- The ad was so successful, Devine VIC & Devine QLD adopted EDC's creative concept and used it for a line up of new TVC's running out across the eastern seaboard.
- From a short term, one state brief, the idea is now well into its 4th month of campaign life across 3 states providing cost-effective longevity.

Agency Team Included:

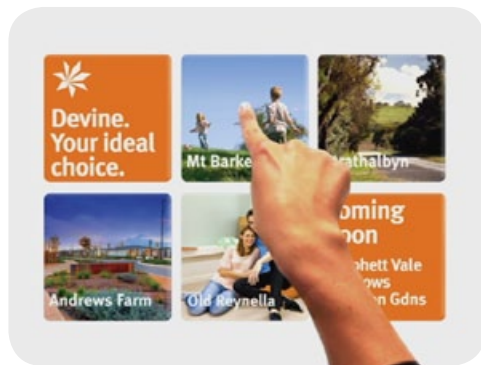
Linda MacAuley	Strategy Planning
Heath Riggs	Art Director and Design
Kerry Lycett	Client Service



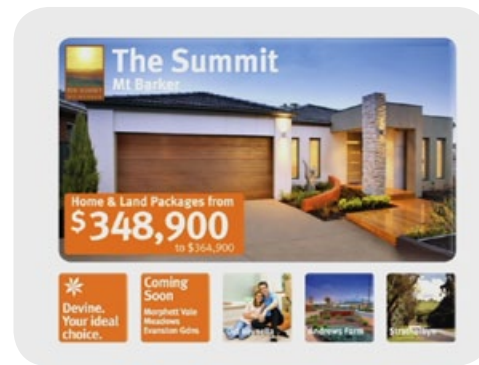
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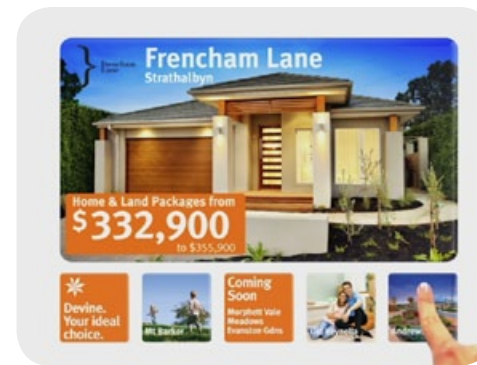
30 Second TVC – “Touch Screen”



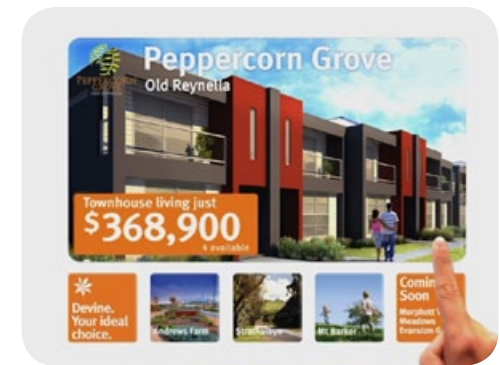
Wow, so many choices...



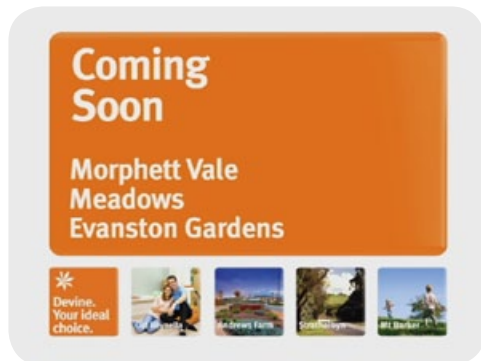
There's Mt Barker



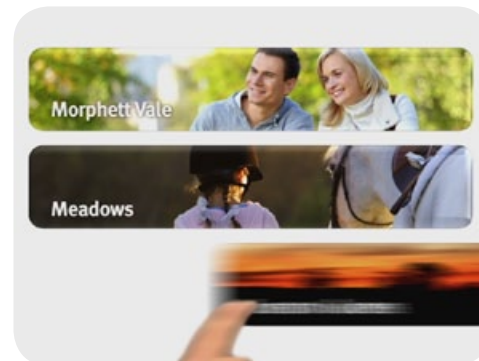
and Strathalbyn



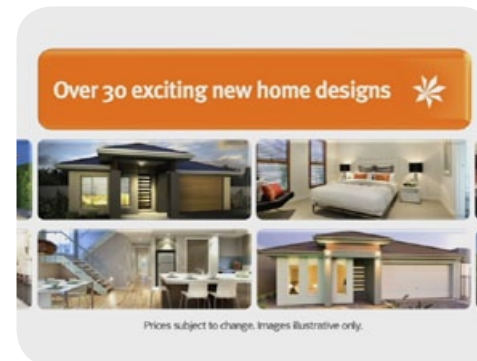
Gee Lakeside looks like great value



Or there's land at Freeling



Oh and Coming soon. Morphett Vale, Evanston Gardens and Meadows!



And over thirty new home designs to choose from!



With so many choices it's a great time to build, on our land or yours! To find out more drop in to a display village near you or call Devine 13 24 66