



Elite Homes Group

Client//

Elite Homes Group is an independently owned award winning housebuilder, operating in the North of England. Building stylish homes of high quality, the Group has a well earned reputation for combining traditional craftsmanship with modern construction techniques.

Project overview//

Enhancing consumer perception of a brand takes several years and tactics to achieve. RedMoran suggested to Elite Homes Group, that entry into the 2005 Daily Mail Property Awards would help to establish the Group in the minds of the house buying public across the North West and Yorkshire and provide valuable PR opportunities in local press.

Solution//

- RedMoran compiled the Award entry.
- The submission included interviews with the site remediation specialist who had bought and remediated the land before selling to Elite.
- Customers, the Site Management team and construction experts were consulted and interviewed for the submission.

Result//

- The Award submission included testimonials, a pictorial history of the site as well as interviews with customers. Elite Homes Group won the 'Best Lancashire Development' 4 star award which can be displayed on all marketing and advertising literature for the Group.
- Regional press coverage was achieved for the Group in the Manchester Evening News, Yorkshire Evening Post and the Lancashire Evening Telegraph.



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