



Audley Retirement / Rebranding

Audley provide the independent older homebuyer with a luxury lifestyle, together with security, facilities, services and help around the house if needed. A homebuyer here does not need patronising, and a brand overhaul would need to know its audience especially well.

Where the message had been confused, 'safe' and in danger of appearing condescending, we looked to bring credibility, sense and trust. Research and interviews helped to clarify the needs and expectations of the buyer. A tone of voice emerged that had both style and substance.

Coupled with a complementary new look, the clarity and consistency of Audley's new marketing has led to a significant increase in calls, appointments and sales.

The CEO wants the brand to build so that people ask: 'Is there an Audley near me?' This is what we strive for. There is still a huge educational challenge and a modest budget to work with. Remaining true to the Audley voice will help show the way forward.

What we did

- Brand Identity
- Brand Strategy
- Brand Guidelines
- Direct Mail
- Information Graphics
- Marketing Collateral
- Brochures
- Wayfinding
- Web & Digital Services
- Advertising
- Radio Advertising
- Launch Event

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celebrating creative bravery

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