

the **BENTLEY**
Advertising Project 2

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Introduction

The three pieces we have chosen to improve based on our analysis of the Bentley campaign are: the Bentley's fourth print ad that was produced, an additional billboard, and the website for the building. We chose to redesign each of these pieces for a different reason.

During Polygon's promotion of the Bentley they were very consistent in all of their communications efforts and as a result built up strong brand recognition amongst their target audience. However, when the fourth ad came out it was designed to appeal to a different target audience and few of the characteristics of the first series of advertisements remained. This ad focused on the Bentley being a great place for young couples and targeted first time homebuyers. The ad was dominated by the visual and, unlike the previous advertisements, was a four-colour production with many other layout changes. As a result they did not take advantage of their established brand equity and recognition to sell the remaining 20% of the condominiums. For this reason a new ad has been developed that combines the strengths of the original series of ads as well as capitalizes on the message that the fourth is trying to deliver.

The outdoor advertising used in The Bentley campaign was effective and we feel they should do more of it. It allowed them to gain exposure with their target audience in a cost effective way. In order to further capitalize on the strengths of outdoor media a new billboard has been designed. The board is designed to remain consistent with the rest of the communication materials and act as a support tool for some of the other communication efforts. The billboard will advertise the property as well as provide direction to the sales centre and website for those looking for more information.

Because of the many weaknesses of the old Bentley web page that takes advantage of many of the capabilities of online advertising. A web page can allow a company to deliver messages in much more detail than other forms of advertising media. The original Bentley website did not take advantage of this. We also wanted the web page to be a place where consumers could interact with the apartment and see the advantages of buying a new home, more specifically, one at the Bentley. Besides adding more comprehensive content to the web page, it is now more visually appealing and consistent with the other communications materials. We have also made it so that the web site performs a more complete selling function and incorporates all of the elements of the marketing mix.

With the revision of these pieces we have made all of the elements of the Bentley more consistent and integrated. The increased consistency in the marketing plan has strengthened the campaign.

Creative Background

Advertising Objectives

The primary advertising objective for the Bentley was **to sell out the Bentley suites**. However, in order to sell out all of the condos in the Bentley, Polygon needed to accomplish a number of secondary objectives through their communication efforts. These included:

- Create awareness for the Bentley
- Entice potential buyers to pre-register
- Create urgency for prospects to purchase
- Establish brand recognition for the Bentley advertisements amongst the target market
- Position the Bentley as a sophisticated and stylish building
 - Make prospects aspire to be a part of this group of homeowners
- Provide potential home buyers with information about the features of the Bentley
- Direct consumers to the sales centre and website for further information

Advertising Media

The main method of communication for the Bentley was print advertising. Brand advertising was used to promote the Bentley as well as Polygon. Even though the focus of all the advertising was the Bentley, the Polygon logo was also present in every ad. This aimed to also build the Polygon brand and begin to create top of mind awareness among consumers who may not be interested in purchasing a new home now, but may in the future. Other materials that were used to support the print campaign included:

- Outdoor advertising
- Website
- Collateral Material (various brochures)
- Direct Mail
- Event Marketing
- Press Release

The Product

The product to be marketed through this campaign is the Bentley. The Bentley is the newest high-rise from the real estate development company, Polygon. The following logos were used constantly through out the promotion of the Bentley.



Construction of the Bentley began in September 2003 and is expected to be complete by early 2005. The building was designed by Polygon Bentley Tower Ltd. and is being built by Polygon Construction Management Ltd. Polygon now uses the New Generation High-Rise approach in constructing their buildings. This approach is designed to combat the rainy climate and some of the leaky condo situations they have encountered in the past.

The housing marketing in the Lower Mainland is currently experiencing a period of growth, however, the product category of real estate is in the mature stages of the product life cycle. In order to generate excitement about this mature product, copy will need to be written in such a way as to put a new twist on the apartment, making it interesting to the reader.

There are many real estate development companies in the Lower Mainland. Some of Polygon's main competitors include BOSA Ventures, Adera, Palladium Homes, and Fox Ridge Homes. Most of these companies construct homes, which are very similar to Polygon's offerings. However, the Bentley Polygon does have some advantages over the competitors. The Yaletown location of the condominiums is unique amongst its competitors, especially since many of the suites have a secure view. The Bentley also offers features not typically found in down town living, including over height ceilings. The pricing of the product is reasonable and competitive but in general the Bentley is not significantly different from the buildings being built by the competition.

The downtown population has grown by 50% over the last 10 years and 40% of jobs in Vancouver are downtown, meaning that more people are purchasing homes in this area. Even though there is a huge demand for downtown living, with every project under construction being at least 75% sold, Polygon and the Bentley still need to distinguish themselves from the competition. Of the approximate 22,500 housing developments constructed in 2002, Polygon constructed 1750 of them, giving them a 12.86% market share. Considering the number of competitors in the industry, this makes Polygon one of Vancouver's leading property developers, but it also leaves room for their brand to expand. Because of this, Polygon needs to advertise its name, as well as the Bentley's, in order to gain overall market share for their development company.

The Bentley's image is one of style and sophistication. It is positioned as being an upscale address but reasonably priced. Having a home is not a luxury but rather a necessity, but an apartment at the Bentley, can be very much seen as a luxury.

Purchasing a home is a very infrequent purchase and therefore very high involvement. It is used as a place to conduct ones daily life. Everything from sleeping to eating to entertaining is done in a home. Because it is such a personal purchase, but one that could involve more than one person, the decision may be very drawn-out. On the other hand, some people may purchase condos not for themselves but as an investment. In this case it

is not a personal purchase but still high involvement because of the cost of the product. These people who will be buying the home for someone else to use still have many of the same concerns as those who purchase for personal use. Some of these considerations may be location, building quality and features, cost, and the image of the building.

The outside of the Bentley was designed with a contemporary art-deco feeling, combined with modern style. This combination of styles was selected so that the building would fit in with the heritage of Yaletown but still have a modern appeal. The colour palette of the interior of the building uses dark woods, rich colours, and inlaid floors. Each suite has stainless steel appliances, granite counters, and sheet-glass backsplash. Bathrooms come with either tile or marble countertops, under mount sinks, and wide mirrors. In terms of apartment colours, residents are free to decorate as they choose.

Residents of the Bentley have their choice of floor level, view, and apartment layout. Variations of these three factors determine the price of the unit. There were two typical floor plans in the apartment: one was 506 sq. ft. and the other was 603 sq. ft. These floor plans made up most of the residences from floor 3 to 23. The penthouses on the remaining floors had different floor plans and larger square footage.

The Bentley will take about two years to construct. During the construction, Polygon must comply with city bylaws and ensure that the building meets safety standards. The construction of a high-rise is very complicated and requires trained professionals from many different trades. In the past, Polygon has been fairly successful with their other housing developments and in most cases the projects finish on time.

Competition

Polygon faces fierce competition in the real estate market from the competitors mentioned above in the introduction of the Bentley. Many development companies in the Lower Mainland are offering similar properties in upscale neighbourhoods in and around downtown Vancouver.

All of these companies are building homes with characteristics similar to the Bentley in terms of location, price, and features (figure 1). Also many of these companies are award winning and have been in business for longer than Polygon has been. These companies recognize the importance of not only converting prospects to buyers, but also retaining them with excellent customer service. The Internet has become an important tool for real estate sales and as such has become a key component of an effective integrated marketing communications campaign. Every major competitor has begun offering warranties stressing quality construction and waterproofing to combat cognitive dissonance on behalf of an increasingly wary consumer.

Figure 1 – Polygon’s Primary Competitors

| Company | Background | Marketing |
|--|---|--|
| BOSA Ventures www.bosaventures.com | <ul style="list-style-type: none"> - In business for over 3 decades - Developer of high rise residential communities - Current downtown projects: <ul style="list-style-type: none"> o Eden high rise o Entertainment/residential complex | <ul style="list-style-type: none"> - Focusing on control in the process from building to selling - Emphasis on style and class - Well-developed website with development contact and purchase information |
| Adera www.adera.com | <ul style="list-style-type: none"> - Established in 1969 - Currently promoting 4 developments in the Vancouver area | <ul style="list-style-type: none"> - Offer incentives such as \$1000 credit to sign up a friend - Options for upgrades on properties (signature series) - Opportunity to register online for Journey located on the UBC endowment lands |
| Palladium Homes www.palladium.ca | <ul style="list-style-type: none"> - Current projects: <ul style="list-style-type: none"> o Georgian Towers, Vancouver o The Symphony, North Vancouver o Chaplain Gardens, Vancouver | <ul style="list-style-type: none"> - Uses Rennie Marketing on some of its projects - Alliances with Future Shop and others for furnishing of apartments - Well-developed website |
| Foxridge Homes www.foxridgehomes.bc.ca | <ul style="list-style-type: none"> - Subsidiary of Qualico Homes Mainly | <ul style="list-style-type: none"> - Leading provider of surety products for the residential home building and development industry in Canada |
| Bob Rennie (Rennie Marketing Systems) www.rennie.com | <ul style="list-style-type: none"> - Over 25 years experience - Does Real Estate marketing for many of Vancouver and Canada’s top developers | <ul style="list-style-type: none"> - Active contributor to local charities - Well respected in the community |

The marketing communication efforts and style also do not differ greatly between the companies. All of them understand the consumer decision-making process for a high involvement product and appeal to it accordingly. Most of the companies’ campaigns are based on an emotional appeal and use delivery methods similar to the Bentley campaign. Because the competition is so fierce, despite the positive trends of the housing market, effective communications as well as a competitive product is essential.

Product Benefits

The Bentley offers many emotional appeals to its target market. It is designed to be a place that people aspire to live in. Therefore, some of its key benefits relate to people being proud to live in the Bentley, as well as having them feel stylish for selecting it as their home. The Bentley also offers people the benefit of fulfilling certain social desires such as owning a comfortable home that gives them a sense of social achievement. This then leads to respect and approval from their peers or maybe acceptance from an aspirational group. The Bentley can also provide people with a sense of safety and security through its sound construction and warranties that are provided. This translates into peace on mind for owners knowing that they are safe in their new home. The security offered by the Bentley also allows its owners to enjoy increased free time, as they will no longer have to deal with many of the maintenance issues they may have previously had in an older home.

Target Audience

Primary: Residents

Age Range:

- 30 to 45 years of age

Income Range:

- >\$50,000 per year

Education:

- Have a post secondary education
- At a minimum a diploma but more likely a degree or even a higher level of education

Gender:

- Men and women

Culture:

- Lower mainland Caucasian population
- Asian Population (including but not limited to Korean, Chinese, and Japanese).

Marital Status:

- Younger couples
- Married or living together

Aspirations:

- Want to live in a place of status
- To be successful in their careers
- Seek to be apart of an exclusive group and that others aspire to
- Aspire to the “American dream”

Lifestyle:

- Fast paced, on the go
- Glamorous and eventful
- Discontent with sitting still and do not want life to pass them by
- Enjoy an urban lifestyle

- Are health conscious individuals

Interests:

- Cultural events other upscale forms of entertainment
- Fine dining
- Fashion
- Business
- May be athletic
- Probably not particularly outdoors oriented but enjoy sports (attend a health club)
 - For example they are more likely to go to a resort than go camping in the woods
- Probably also very career oriented

Secondary: Investors

Age Range:

- 40 to 60 years of age

Income:

- >\$100,000 per year

Education:

- Highly educated
- Also possess substantial of work experience

Gender:

- More often male but could be also female
 - Not particularly gender specific

Cultural:

- North American (Canadian)
- Asian.

Marital Status:

- Probably married
- Maybe divorced.

Aspirations:

- To be able to retire and live comfortably
- To be financially secure
- To able to pass on an inheritance to any children they may have

Lifestyle:

- Business savvy
- Busy people but maybe not as busy as they once were
- Appreciate getting time to relax and take advantage of life
- Probably have children that are also a major focus of their life
- Health conscious.

Interests:

- Politics and world issues
- Business (maybe the stock market)
- Their families

- Cultural and arts oriented event
- Local issues

Further Investment Considerations:

- ROI
- Building quality and standards
- Interest and mortgage rates
- Warranties
- Location
- Appeal to potential renters

Positioning Statement

To position the Bentley as an exclusive but affordable address for people with sophistication and style. To make the Bentley a place that people aspire to and are proud of owning a residence in.

Executorial Considerations

To create the advertisements we will need photography. The source of the pictures will be an image gallery, as this will save us time and money over hiring a photographer. We also need to acquire the mock-up drawings of what the Bentley will look like once it is finished, along with photographs of the sales centre show home. The photography and mock-ups will also be used in the production of the web page. The photographs that will appear in the final product will be in black and white; however, the originals can be colour and changed later. In a more technical aspect, Polygon will also need to have someone on staff with the ability to write webpages.

For the billboard, an outdoor media company will need to be contacted, probably Pattison Outdoor, and we will need to determine a location that will be best for reaching the target market. It will run for the minimum amount of time required by Pattison for a superboard, which is 16 weeks. The size of the piece is 10 feet by 20 feet with an extension added so that it will appear that the Bentley is coming out of the billboard. In terms of placement for the print ad, they will continue to be run in the same publications: the Georgia Straight, the Province, and the Vancouver Sun. The ad will no longer be run in the real estate publications as its purpose is to target young couples in order to sell the remaining 20% of the suites and these publications do not fit with our demographic.

In terms of design, both the billboard and print ads will be two colour production, using the Bentley colours of light yellow and burgundy along with black, which we do not consider a colour. The use of these colours creates continuity with the other communication elements and gives the pieces a classy feel. The web page on the other hand, will be in full colour but the dominant colours will be the light yellow and burgundy to again reinforce brand recognition. However, using full colour photography will not cost any more production wise and will make the web page more interesting to the target audience. Also the use of full colour will allow us to show the interior of the condos more accurately.

For billboard production, especially of a superboard, we need to have a long lead time and will need to get the design to the outdoor media company well in advance of when it is to appear. For the newspaper publications we will have a much shorter lead time due to their frequent production and will not need run the ads for as long as the super board if it is not necessary. The web page once created and designed can be put onto the web at anytime. Also any changes that need to be made can be done with little to no notice. The web page can be used to keep customers informed from when advertising begins right until the residents move in.

Creative Concept: Print Advertisement

The theme of the print advertisement is designed to appeal to the target audience of young couples. It is intended to make this market feel that they can fall in love with the Bentley just as they fell in love with their partner. It is a theme of love and romance.

In order to communicate this theme, the visual, headline, and copy all relate back to this message. The headline “fall in love...” introduces the theme of the ad and connects with the visual due to its placement over top of the image. Because it does not say explicitly “fall in love with the Bentley” it brings back memories of falling in love with other people and it is not until the body copy that it relates to the Bentley. The advertisement’s body copy personifies the Bentley as being a place that you could fall in love with, in the same way that someone falls in love with another person. Inanimate features of the apartment are made to have almost human qualities. This again relates back to the theme of love and affection. Although the advertisement is trying to communicate the message of romance and translate this into an emotional appeal for purchasing an apartment it also has other messages that it needs to get across to the reader. The body copy of the ad needs to communicate the features of the Bentley. This is because although buying a home is a high involvement decision and is largely emotional rationally people need to know that they are getting everything they want in the home. Things such as the price, design, special features, and location are key in appealing to the audience rationally. For this reason although the copy is written to tie into the rest of the ad and at the same time list the most important features that the Bentley offers to consumers.

Visually, the goal of this ad was to communicate effectively to the target audience while building off the brand recognition created by the consistency of the first wave of advertisements. For this reason a large amount of white space was used, as well as the silhouette layout of the logo in the bottom right hand corner and the placement of the body copy at the left hand side of the page. This ad also employs the use of the burgundy and light yellow colour scheme of the first ads; this colour scheme was classy and tied well into the Bentley image. By keeping these things consistent despite small changes in the ad the goal was to have people associate the new ad with those they had seen previously and therefore begin build a positive opinion of the Bentley over time.

The artwork used in the redone ad is a picture of a young couple obviously in love looking out the window of their new apartment. Originally the picture was in full colour

but it was switched to greyscale as to be consistent with the first wave of advertising, which used exclusively black and white photography. The original version of this ad was dominated by its visual, this remained the same in the redone version as it was the visual that was the strongest at communicating the feeling of love. However, because all of the previous ads used a strip layout for their visuals we wanted this to remain consistent. For this reason we kept the strip format but on a larger scale so that the visual was still dominant in the ad.

Another change in this ad was the placement of the headline. Previously it had been at the left of the page just above the visual. In this version it was placed over top of the visual in order to create a stronger connection between what the headline was saying and what the visual was communicating. By placing the headline over top of the visual the messages of the two make a stronger connection.

The contact information was once again placed in the bottom left hand corner along with the Polygon logo to try and build this corporate brand as well. By placing the contact information consistently in the same place within the ad it is easier for consumers to know where to look for it. The information provided in this section is the only way consumers have to contact the company so it needs to be as easy as possible for them to do so.

All of the fonts in the used in the advertisement are serif fonts, these included:

- Bell MT for the body copy
- Bell MT bold for the contact information
- Times New Roman for the logo
- Perpetua for the headline

The use of serif fonts was to convey the image of sophistication and classic elegance. Perpetua, which is an italicized font, was consistent with the romantic feel of the ad. Varying sizes of fonts were used to place emphasis on the various elements. The largest font was used for the headline and the smallest for the contact information. This helped to encourage the reader to go through the ad in the order that it would be the most effective. The headline and visual should be the first thing that the reader looks at, then the body copy and contact information, and the Bentley logo should be the last thing to leave and impression on the consumers mind.

As previously mentioned the theme of the advertisement is love. We want to create and emotional involvement with the reader based on a love they may currently feel and/or trigger memories of someone in their past. The headline and copy are written to create a warm feeling amongst the audience and then translate this to their feelings for the Bentley.

The design and artwork of this piece are not necessarily unique. This is because the visual chosen is supposed to be something that anyone could relate to and mirror a scene that many people have had in their lives. The rest of the elements of the ad then support the scene of the visual and build upon it. By making this connection with the readers and

having them relate to the emotion the ad is creating is how the advertisement generates attention.

Creative Concept: Billboard Advertisement

As in the print ad the theme of this piece is to get our target market to fall in love with the Bentley. The main point of this billboard was to tie into the print ads and reinforce their messages within the target market.

The headline on the billboard is “you’ll fall in love... with the Bentley”. This communicates the feeling that we want people to have about the Bentley and give them the message that they will love living there. Because generally people only have a few seconds to read and capture their messages on billboard the amount of copy is limited. The only other information provided is the web address and the location of the sales centre, which can be found in the bottom right hand corner. This as is designed and positioned in an area where it will be seen and have the greatest chance of generating a response amongst the target audience but it is a support piece. It can serve as a reminder of the print advertisements and act as a second urge to action or in other cases it may be someone’s first exposure to the Bentley and then the selling process will be continued by the sales centre or online at the Bentley’s web page. In this way the billboard may not generate sales on its own but because of its effectiveness at reaching a large number of people within the target market it is a strong communication tool for this campaign.

The billboard has been designed as a superboard. This is to make it stand out amongst the clutter and also show the uniqueness of the Bentley. No other real estate companies have used superboards and by using one for the Bentley campaign we hope to further communicate unique style and positioning of the Bentley. The superboard also uses serif fonts to communicate the sophisticated image of the Bentley. Other similarities between it and the other communication efforts include the colour scheme (light yellow and burgundy) and the silhouette of the Bentley building. In this piece the top of the Bentley building is poking out of the board, making the building seem almost larger than life.

Because the only visual in the element in the ad is the picture of what the Bentley will look like the emotion is created by the headline. By saying that the reader will fall in love with the Bentley we want to arouse their curiosity enough that they will visit the sales centre or go online for more information. By first triggering a feeling of love we then arousing their curiosity we want the reader to develop and affection for the Bentley.

What makes this ad unusual and attract attention is the superboard design. It is something that is competitively unique and can effectively get the attention of consumers.

Creative Concept: Website

As with many of the other communication tools the theme of the web page is sophistication and individuality. This is a communication tool that allows consumer to

interact with the product and therefore gives a huge opportunity to communicate the theme of the Bentley.

A major shortcoming of the original website was that it was only used as a sales promotion tactic. The website was trying to change the prospective homeowners' price/value relationship by showcasing a list of features and benefits. It then tied this into generating immediate sales by encouraging them to pre-register online. While this was effective for the sales promotion element of promotion the website was not being used to either improve public relations or as general advertising for the Bentley. Therefore, to combat this deficiency, the new Bentley website¹ utilizes tactics that belong to these marketing communication areas, and at the same time, improves upon the existing sale promotion elements.

The first four links on the left hand panel relate to the advertising element of communications. As stated previously, the primary objective of this campaign is to sell out the Bentley complex. Therefore, these four links, together with their corresponding pages, were designed with this objective in mind. In terms of addressing the prospective homeowners' rational concerns the "Why Buy New?" and "Own Vs. Rent" sections use both social and self-actualization approaches. This is done by highlighting that the condos are efficient to use and are of great economical value. In terms of addressing consumers emotional concerns the "Home Page" and "Why Bentley?" areas, use the esteem approach to advertising by emphasizing pride of personal appearance, pride of possession, style and taste. By appealing to potential homeowners using a variety of appeals it is more likely that the web page will display benefits that appeal to a variety of consumers.

The next areas of the website address the lack of public relations that was incorporated into the original webpage. One of the goals of this website is to great goodwill. To achieve this a section titled "Protect your Investment" has been added. The section titled "The Bentley Difference" seeks to reduce cognitive dissonance among those who have already purchased or reassure those consumers who are still on the fence about buying. The page is aimed at building a positive reputation of the Bentley and Polygon brands. The combination of these two pages fosters goodwill between the Bentley, those who have already purchased an apartment, and prospective homeowners.

Finally, we also wanted the new website to strengthen the various sales promotion elements. The new website incorporated a link titled "Engaging Spaces" which attempts to bring the Bentley Sales Centre online. As the sales centre is the heart of all the sales promotion activities we felt that adding this element to the website would make it easier for people to "visit" the sales centre and therefore increase online registration and sales.

By combining all these elements into one communication medium it allows us to speak to our target market in regard to many different areas. This allows us to combat many of their concerns essentially at one time and by doing this we hope to drive sales and make

¹ The revised version of the website can we viewed online at www.bcitma.com/bentley

the target market feel positively about the Bentley. While each of these areas had a distinct purpose they were all designed to work together to communicate the overall positioning and benefits of the Bentley.

As mentioned above, in the web page there is not just one headline. On the Home page of the website the headlines of all of the various pages are listed, these include:

- Home
- Why Bentley?
- Why Buy New?
- Own vs. Rent
- Engaging Spaces
- The Bentley Difference
- Protect Your Investment

It is these headlines that capture the readers' attention and lead them through the website. These headlines are also lead-ins to the main messages that we want to communicate to the readers. The body copy of each of these sections then supports the headline and answers the questions it posed. It is in these sections that we get across the main benefits of purchasing a home at the Bentley in detail that other advertising vehicles do not allow for. The web page tells consumers what makes the Bentley of the highest quality and assures them that purchasing a suite at the Bentley will be a sound investment.

As in all of the other pieces the visuals are a reflection of the target market communicate the style of the Bentley. Based on the headline of the section what the visuals convey varies. For example, in the "Own vs. Rent" section the visual shows a woman who is at a desk and looks very business minded. This visual is appropriate for this section because many of the benefits of owning a home over renting are financial. Other visuals are used appropriately to communicate the overall positioning of the Bentley, which includes shots of what the interior of the condominium could look like as well as people happily moving in.

Because one of our central issues with the original Bentley web page was that it used a colour scheme of blues that was inconsistent with the other communication media the new web page uses the Bentley colours of light yellow and burgundy. This makes the new site integrate better with the other advertising and also with the rest of the Polygon site. Ironically, the original Bentley site was the only portion of the Polygon web page that did not use the light yellow background. The font used throughout the web page for the body copy was Trebuchet MS, a sans serif type. When this font is combined with the serif font used for the Bentley name on each page it gave a feeling of classy yet contemporary, which is consistent with the Bentley's image. Trebuchet MS is also a font that is commonly used online and although it can be hard to read in long blocks of copy gives web pages a clean appearance.

The Bentley logo appears in two forms on each page of the website. Once at the top of each page and once in the side bar, this reinforces the brand on each page of the site. Also included on every page is the map showing the location of the sales centre and eventually

the Bentley so that potential buyers are constantly reminded of where they can go to purchase or acquire further information.

The emotional involvement within this piece is created mostly by the imagery on each page. Each visual creates a feeling within the reader based on a different rational appeal. For example in the Why Buy New section there are many rational reasons that purchasing a new home is better than an older one but the visual translates this into something the reader can feel by showing an extremely happy young couple moving in. From the different sections of the website we want the audience to feel secure, confident, and that they can trust Polygon and the Bentley.

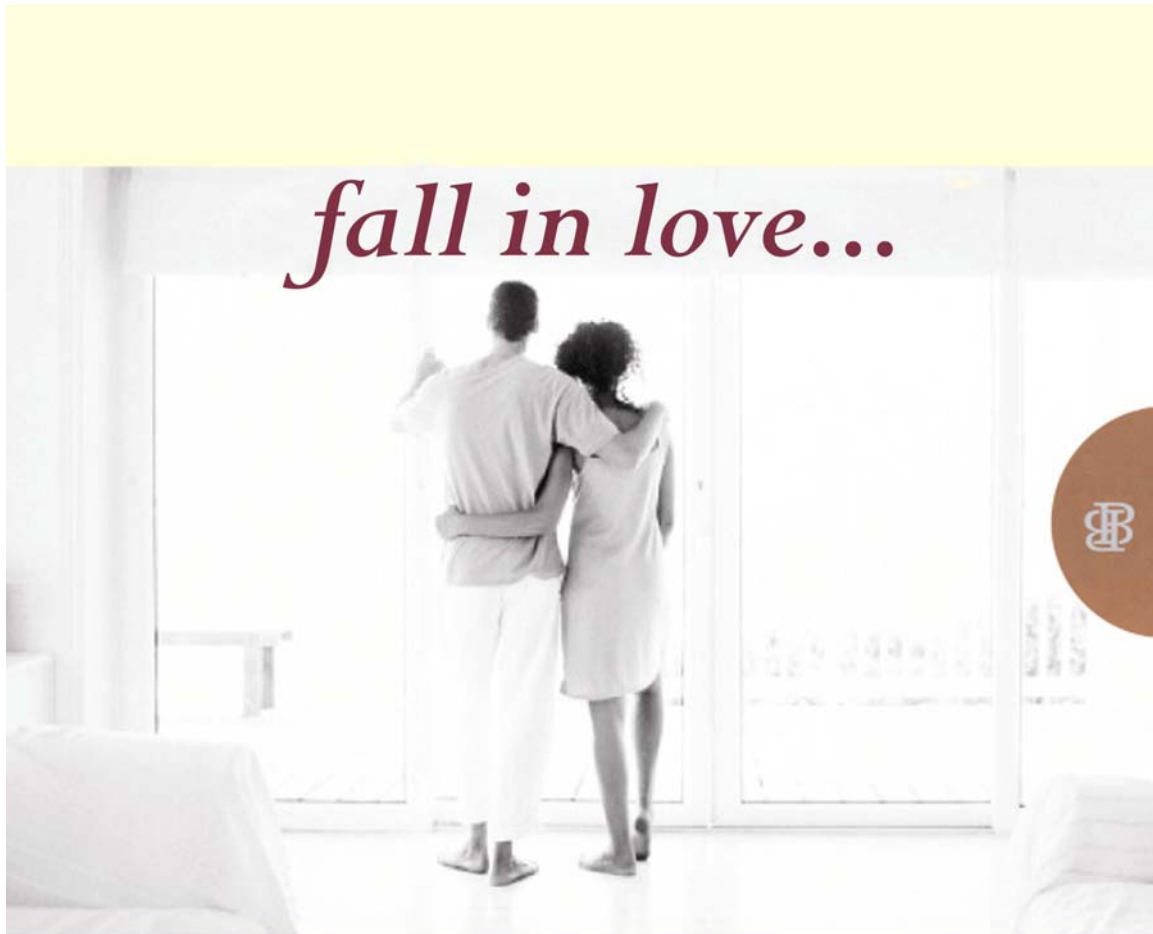
The visual edge to this piece of advertising are some of the features it has that many other real estate pages, including the old web page, do not. These are such things as the ability to look at the two most common floor plans and to see what rooms of your apartment could look like. Having features like this on the web page allowed the public to interact with the suite and made it more personalized. Other elements of the site were not about being unique but once again tying the web page back to all of the other marketing materials because it is a medium that allows for communication in ways that other forms do not. For this reason we wanted to take full advantage of these capabilities.

Conclusion

As a result of the changes we have proposed, we think that the Bentley's campaign would become much more consistent. In a market where there is so much competition despite increased demand, it is important to build up brand equity and recognition. By doing so, there is a greater chance that consumers will remember your product when they are ready to purchase a home, even if it is not with this particular product. Particularly in the case of the webpage, we felt that these changes were essential since so many consumers these days use the Internet as a major information source. By giving them as much information as possible online, we hope to increase the likelihood that they will feel comfortable purchasing a home at the Bentley. Overall, in all of the revised pieces we wanted the message of sophistication, style, and classic elegance to remain consistent despite small changes. The advertising for the Bentley was strong to begin with, but we feel that we have made it even better by improving on some of their weaknesses (print ad and website) and expanding on some of their strengths (outdoor media).

References

The print Advertisement



You cross the threshold into the room and have never seen anything so stunning. Irresistible over-height ceilings accentuated by illuminating track lighting. A revealing glass backsplash and wide mirrors that reach across the room towards you. Smooth granite and marble counter tops, sleek chrome appliances, private wine lockers and a view that takes your breath away. A smart apartment that let's you be who you want to be. Allow yourself to be swept away by amazing Yaletown living.



1010 Homer Street, Vancouver BC
Open Daily noon - 5 (except Friday)
Call 604-687-2688
www.polygonhomes.com



the | BENTLEY

The Billboard

you'll fall in love...

with

the | BENTLEY



Smart Yaletown Living at 1010 Homer Street
www.polygonhomes.com



The Website

Home Page

the | BENTLEY

more than just an address

- Home
- Why Bentley?
- Why Buy New?
- Own Vs. Rent
- Engaging Spaces
- The Bentley Difference
- Protect your investment

Granville
Davie
Nelson
Homer
Robson
Mainland

90% SOLD
Prices from \$192,000

1010 Homer Street
Vancouver, B.C.
Open Noon to 5pm
Except (Friday)
Telephone: (604) 687-2688
Email: bentley@polyhomes.com

As an individual you always look for the best. You demand style and seek out the extraordinary. You've found it. The Bentley, by Polygon. A combination of classic strength and contemporary lifestyle. The ideal location for someone on the rise.

Smooth granite and marble counter tops, sleek chrome appliances, private wine lockers and a view that will take your breath away. Irresistible over height ceilings accentuated by illuminating track lighting. A smart apartment that lets you be who you want to be. Let yourself be swept away by amazing Yaletown living.

A showcase for sophisticated individuality, The Bentley raises the standard in Yaletown living. You'll appreciate the blend of traditional and modern materials and admire features typically

Why Bentley?

The Bentley - Microsoft Internet Explorer

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- ▶ **Protect your investment**



The Bentley Story

The Bentley was built to embody the style of a time where classic elegance reigned. Polygon has combined the finest elements of the past with contemporary innovation to create an extraordinary result. A superior address for those who prefer to go their own way.

The Bentley is designed for those with a style as unique as its own. Sophisticated and strong from every angle it blends flawlessly with the heritage of Yaletown. Open the front door to streets filled with the cities finest in restaurants, shopping, and entertainment.

Exclusive and prestigious it is the only address for stylish individuals. Smart Yaletown living.



Built right by Polygon

The Bentley was created and designed by Polygon Bentley Tower Ltd. Polygon has been building homes in the Lower Mainland for 23 years and in this time has successfully completed more than 10,000 residences.

Through their dedication to the use of quality materials, sound design practices, and providing exceptional customer service Polygon homes has earned the respect of the housing industry. Each one of their homes comes with a 2-5-10 warranty provided by St. Paul Guarantee Insurance Company and is backed by Polygons Customer Service Program.

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Internet

Why Buy New?

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Why Buy New?

What makes you want a new home? Is it the spotless walls? The perfectly new carpet? The sparkling bathroom faucets? Not having to clean anything before you can make yourself at home?

Whatever the reason, be it having the first shower, or using an oven that has never been cooked in before, there are many advantages to buying new.

Your home will be energy efficient and require far less maintenance than an older home. Imagine having one less thing to worry about knowing that your new home requires minimum maintenance.

Check out the advantages of buying new

| Brand new home | Pre-Owned Home |
|---|--|
| Everything new! New windows, new electrical, new plumbing, new roof. That means minimum maintenance! | Problems that went undetected by your home inspector need attention now. That means lots of maintenance! |
| Decorate with flare! Add your own personality and individual style. Luxuriate in choosing colours, carpets and cabinets that appeal to you. | Settle for the previous owner's choices, including the stained shag carpet, last year's colour palette, that chipped countertop and those 70's cabinets. |
| Your home is sparkly clean and smelling fresh. | Dread those hairballs in the bath drain. Time to call the Maid Service! |
| Finance upgrades and options into the purchase price without paying up front for added features. | You must come up with the money for renovations or upgrades in addition to your mortgage. |

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Own Vs. Rent

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Why Own Vs. Rent?

A new Bentley home isn't just a better place to hang your hat - it's a great investment.

By buying new, you are not just getting a place to sleep at night but making investment in your future. Purchasing a home is one of the biggest decisions we make in our lives and it requires much consideration to ensure that you make the right decision.

Everyone chooses to purchase a home for different reasons. Whether it is your first home or a property investment there are many benefits to owning a home as opposed to renting.

Check out the advantages of Owning Vs. Renting

| Own Your Own Home | Rent |
|---|--|
| Every mortgage payment is an investment in your family's future. | Kiss your monthly rent cheque goodbye. |
| Negotiate your mortgage to set constant monthly payments for years to come. | You are subject to rental increases each year. |
| Enjoy the extra room that a basement and private garage bring. | Settle for a storage closet and a parking space |
| Equity in your home ensures that your children can go to university. | Rent cheques ensure that the landlord's children can go to university. |

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Engaging Spaces

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Engaging Spaces

Contemporary, spacious and elegantly designed, the generous-sized floorplans begin at one bedroom from 506 sq.ft to 603 sq.ft. Features include:

- ▶ Overheight ceilings in every home - a rarity in downtown living!
- ▶ Stainless steel appliances, granite counters, sheet glass backsplash, and halogen track lights - the latest in kitchen chic.
- ▶ A brilliant arrangement of tile or marble countertops, undermount sinks, wide mirrors and recessed lighting in the bathroom.
- ▶ A private lounge with wine tasting bar and private wine lockers.

To engage your senses, follow the links below:

- ▶ **Elegant Living Room**
- ▶ **Stylish Dining Room and Kitchen**
- ▶ **Spacious Bedroom**

Below are 2 of Bentley's typical floorplans, but many unique plans are also available. Please visit our sales office to view more of Bentley's innovative designs for living.

Granville
David **Nelson** **Robson**
Homer **Mainland**

Floor Plan 1
 Floors 3 - 23
 506 sq.ft. approx.

Floor Plan 2
 Floors 4 - 23
 603 sq.ft. approx.

Labels in floor plan: MASTER BEDROOM, ENSUITE, TECH CENTER, ENTRY, LIVING/DINING, DECK