



BEST DEVELOPMENT MARKETING

The International Property Awards 2018





2018

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NAME OF COMPANY TO BE CREDITED:	AdMakers International
FULL NAME OF ENTRY:	THE DOCKLANDS
LOCATION OF THE ENTRY:	70 Prestwich street, De Waterkant, Cape Town 7700
PROVINCE/COUNTRY:	Western Cape, South Africa
CONSTRUCTION STATUS:	Currently under construction





OVERVIEW

**1 a. Outline the aim and objectives
for the marketing of one single development**

**b. Tell us about the development.
What is the target market?**

**2 a. Outline your plan for the marketing
this development.**

**b. Indicate the budget given to complete
your brief. Please convert currencies to
show pound sterling amounts.**



View of Table Mountain circa 2018



OVERVIEW

1a

Outline the aim and objectives for the marketing of one single development.

- To create a unique 'look and feel' for the marketing campaign that will differentiate **THE DOCKLANDS** from any other property launch in the world.
- To position **THE DOCKLANDS** as the most exclusive property development to launch in Cape Town within the past 12 months.
- To market **THE DOCKLANDS** as the ideal choice for residents and investors who would love to live in Cape Town's famous De Waterkant area - close to the best Cape Town has to offer.
- To create interest among the developer's investor database and achieve a 'bulk sale' across the database at a higher price ever achieved for property in De Waterkant, Cape Town.
- To then market the development to 'end users' on behalf of the bulk investors at a price that will generate higher profits and greater revenue than ever before achieved for property in De Waterkant, Cape Town.
- To compete with the world's best – showcasing **THE DOCKLANDS** as a unique apartment block of boutique apartments, offering a boutique lifestyle with the best that Cape Town has to offer!
- To attractively package **THE DOCKLANDS** and to deliver it to the market - despite its winter launch (traditionally a slower period for real estate sales).
- To work in partnership with FWJK and understand the buying attitude of their investor database.
- Position **THE DOCKLANDS** as a lifestyle with all the luxuries comparable to New York boutique living.



OVERVIEW



Tell us about the development.

THE DEVELOPERS

FWJK, founded in 1953, is by far the largest developer in South Africa, with about 15 current 'live' projects in Southern Africa.

FWJK
DEVELOPMENTS



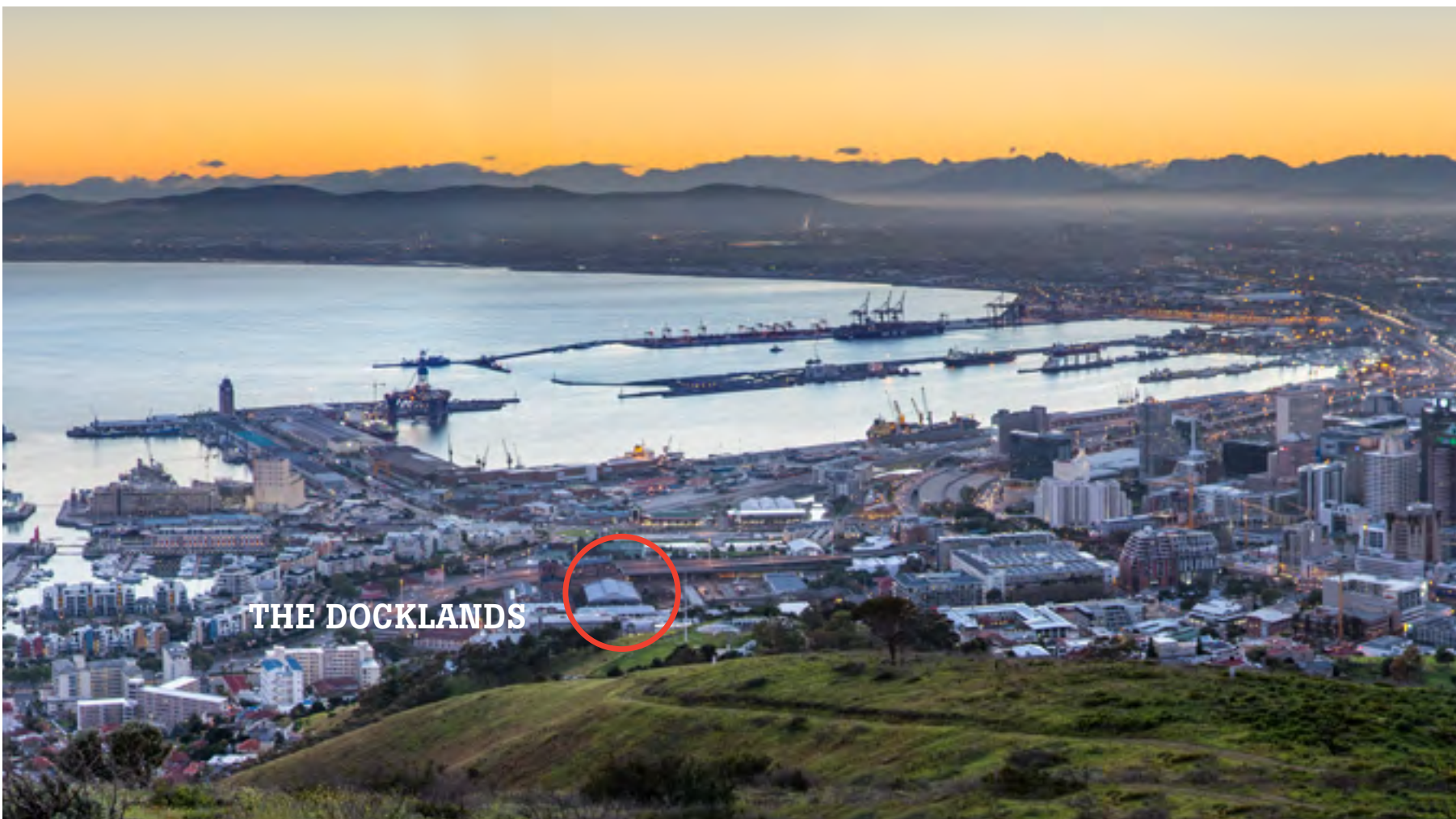
*FWJK, founded in 1953, is by far the largest developer in South Africa, with about **15 live projects in Southern Africa.***

FWJK - a firm of Quantity Surveyors - conceptualised the "**CO-DEVELOPMENT AT COST**" methodology of development at the outset of the recession in 2008, basically securing development opportunities and then using a 'crowd-funding' method to secure bulk sales, thereby removing the financial risk from the development without help from the traditional mainstream banks. Their model has since flourished – with FWJK becoming a pioneer of this innovative development methodology, which, for the first time offered early investors the opportunity of investing in real estate on an 'at cost' basis. Considering the above, we deduced that their model is unique – in that they first market the development to their investor or 'crowd funding' database, who in most instances procure entire floors or multiple apartments. After this **INITIAL LAUNCH TO THE INVESTORS**, these individual investors then market their investment apartments to end-users or potential buyers.

1889



OVERVIEW



Tell us about the development.

THE COLOURFUL HISTORY

THE DOCKLANDS is located in De Waterkant, an area with a deep-rooted culture and architectural history that dates back to the 1700's, surrounded by some of the most famous harbours in the world: the Port of Cape Town (also called Table Bay, the Fairest Cape, the Cape of Storms, the Cape of Good Hope and the Mother City). The original Cape Town harbour – the historic “Victoria and Alfred Basins” (named after) – is now home to the world-famous Cape Town Waterfront, which remains in use for commercial purposes and creates a unique attraction for the waterfront development.

De Waterkant was built by majority slaves during the previous century – which gave rise to the Malay Quarter/Bo-Kaap village, meaning ‘above Cape’, because it was situated above De Waterkant. It is said that these early inhabitants were responsible for the colourful neighbourhood you can experience today, a mix of colour and religions, skilled craftsmen and authentic tastes – all co-existing together in a vibrant neighborhood pulsating with energy.

The area’s history is comparable to the London Docklands area. Similarly the Cape Docklands – once the industrial powerhouse of seaborne trade – with manufacturing plants, warehouses and wharves – became derelict, poverty-ridden and crime-stricken, however home and workplace to the average hard-working blue-collar labourers and their families.

Today De Waterkant, the Cape Docklands area and the London Docklands have all been transformed into flourishing neighborhoods, principally used for commercial and residential developments, with shops, leisure facilities, A-Grade offices, restaurants, luxury apartments and an endless list of entertainment options.

1889



1912



1914





Tell us about the development.

THE DOCKLANDS DEVELOPMENT

When marketing **THE DOCKLANDS** – now Cape Town’s most exciting new playground – we did not shy away from this ‘colourful’ culture and past, we embraced it, and hence decided to call the development **THE DOCKLANDS**. Today residents of **THE DOCKLANDS** are at the forefront of an exhilarating lifestyle in the lap of luxury and in the midst of the best lifestyle ‘action’ that Cape Town has to offer!

THE DOCKLANDS offers a truly exclusive lifestyle. Whereas in other parts of the world (for instance in Dubai, New York or Miami in typical high-rises), one shares a typical residence with hundreds – often thousands of others, **THE DOCKLANDS** offers only 60 exclusive ultra-luxurious apartments and penthouses, from which residents can enjoy elegant, vibey nights at De Waterkant, boutique shopping experiences at The Foundry and The Cape Quarter and the popular V&A Waterfront – the most visited tourist attraction on the continent – all within easy walking distance of their homes at **THE DOCKLANDS**.





Tell us about the development.



PERTINENT POINTS that makes **THE DOCKLANDS a unique development**

- Located in Cape Town's 'it' location with a variety of restaurants and conveniently located shopping centres
- Located along Cape Town's 'Walk of Fame', placing residents within walking distance from the Cape Town International Stadium – home of international/national soccer, rugby, athletics and host to many pop concerts with famous stars like U2, Justin Bieber, Neil Diamond and others.
- 60 exclusive ultra-luxurious living spaces ranging from opulent 42m² studio apartments to luxurious penthouses with private pools. Ceiling heights of almost 4 meters make THE DOCKLANDS unique in world-terms
- A lavish pool deck and entertainment area, 100% out-of-bounds to the public and non-residents
- Secure underground parking and 24/7 manned security with access control and a concierge
- High-speed, fibre-optic Internet
- An excellent investment and ideal lock-up-and-go residence
- Apartments are designed to international standards, while being both timeless in style and 'on-trend'
- Luxury interiors, featuring SMEG appliances and edgy architecture
- A dramatic style statement, surrounded by awe-inspiring views
- Completely private with its own exclusive-use entrance
- Designated coffee shop on the ground floor
- Designed to capture the essence of luxury living in the Cape
- Walking distance from iconic restaurants, international-standard culinary experiences and Cape Town's unique nightlife
- Close proximity to unspoilt natural experiences
- Priced from R2.85 – R12 million



OVERVIEW

1b
continued

Tell us about the development.

THE DOCKLANDS RESIDENTS HAVE QUICK ACCESS TO ...

- A variety of quality restaurants and cafés
- Five-minutes' walk to V&A Waterfront, where you can choose from 80 eateries, 450 stores and 13 top activities to choose from: Movies, Bike hire, Helicopter rides, Boat trips, Museums, Aquarium, Day tours, Scuba driving, Comedy club, Cape wheel, Fishing charters, Virgin Active gym, Open top bus
- Three magnificent beaches
- Public swimming pools (one indoor and heated)
- Spa facilities
- Gymnasium
- Tennis courts and basket ball courts
- Putt-putt
- Jet-skiing, surfing and kite-surfing (Kite-surfing school)
- Extensive daily programme of kids entertainment
- 15 minute walk to the Cape Town Stadium
- Minutes from authentic local cuisine, to international-standard food artistry and the Cape's famous hospitality

OVERVIEW



BELUGA RESTAURANT

Beluga



ONE
&
ONLY

THE
AQUARIUM

15
min walk to the
CT Stadium

THE
V&A
WATERFRONT

1b
continued

OVERVIEW

THE
FOUNDRY
boutique shopping
experience

5
min easy walk to the
V&A Waterfront

VIRGIN
ACTIVE

MANO'S

PIGALLE

VIDA
E

GOLD
RESTAURANT

TABLE
13

CAPE
QUARTER
boutique shopping
experience

4
min walk to
the Spar

BOOT-
LEGGERS

IL LEONE
160m down
the road

IZAKAYA
MATSURI
200m down
the road

Tell us about the development.

THE LOCATION

Living at **THE DOCKLANDS** places you within reach of walk-to-work career opportunities, including easy access to a world-class selection of entertainment opportunities, restaurants and activities, helping you cut down on travel time – which in turn increases the quality of your life.

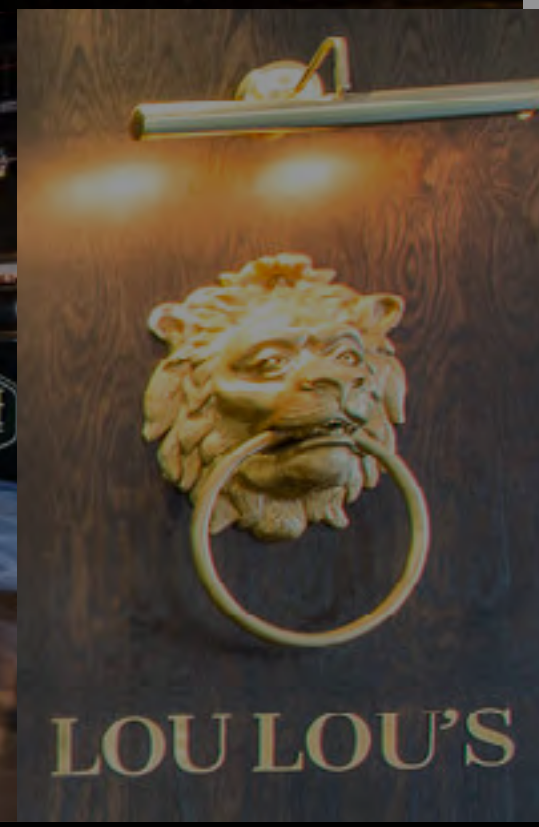
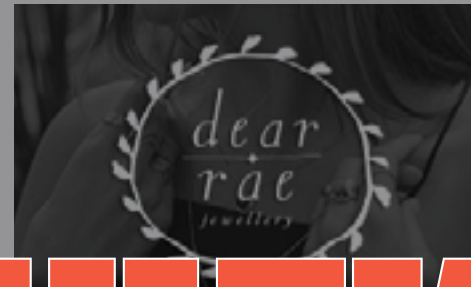
One of the main advantages of living at **THE DOCKLANDS** is its central location and close proximity to some of the best lifestyle-enhancing activities, which means you'll lower your fuel expenses and travelling times, saving you money and time for personal hobbies and improving your health. Now you don't have to sit in traffic for hours to get to work on time or make a dinner date. Life on 70 Prestwich Street, De Waterkant, Cape Town will leave you feeling less frustrated or stressed.

De Waterkant is where most of Cape Town's 'hip' social gatherings, events and nightlife take place, exposing you to South Africa's rich culture through art galleries, museums and live music.

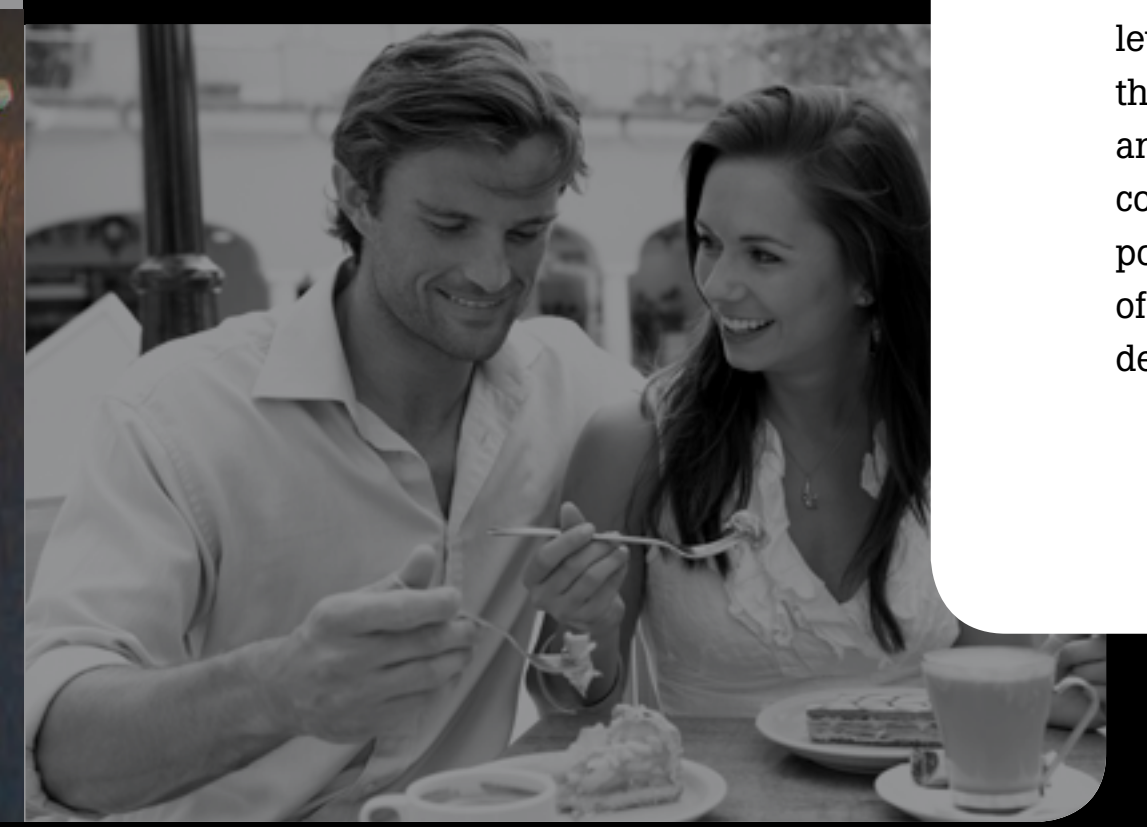
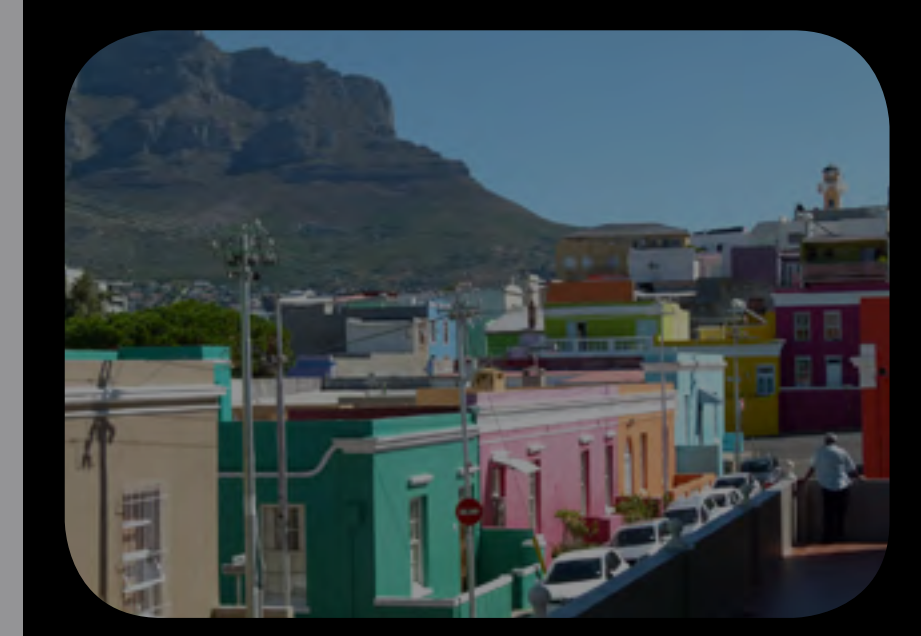
Now you can live closer to work and the action, yet far enough to give you that deserved 'time-out'.

OVERVIEW

A



1b
continued



What is the target market?

(A) Our primary target market was defined as 'bulk investors' – seeking to make a bulk purchase and thereafter 'flipping' their apartments to end-users.

(B) Thereafter we targeted the 'end users', which consists of 40% Captonian market, who purchase apartments/ penthouses either to live in or to let, utilising accommodation booking platforms such as booking.com, Airbnb.com, Trivago. co.za, Sleeping-out.co.za etc.

(C) Investors from the Gauteng region seeking an exclusive holiday pad from which to enjoy the best Cape Town has to offer makes up a **further 35%** of the target audience.

(D) Lastly, The Docklands also is a top choice for international investors or holiday-makers (25% of the target market) interested in a lock-up-and-go apartment designed to international standards with luxury features, easy accessible to the best that the city of Cape Town has to offer.

Findings across the board showed that the **average age of our target market was 35 to 55, with about 15% of sales going to the female market**. Regardless of gender, expectations have risen considerably. Our target market is better informed, selective and demanding – understandable for the type of apartment and its price tag. Buyers are fully aware of the overused and abused term 'luxury'. Our aim therefore was not only to offer international standard finishes and fittings, but to sell a Cape Town lifestyle and level of quality buyers would fall in love with. The Docklands therefore sold the location, living concept, architecture and the exceptional lifestyle – providing everything from concierge services, an impressive lobby, a gym, swimming pools and SMEG appliances, just some of what makes the list of truly luxurious Cape Town must-haves that not any other development in the world can offer or match!







THE DOCKLANDS name and logo design

2a

Outline your plan for the marketing of this development.

THE NAME

Everything starts with a name, and while we could have chosen any name to represent this development, we chose **THE DOCKLANDS** for the following reasons:



- The name was derived from its position in the old docklands area, in De Waterkant, and we wanted to maintain the heritage of the area.
- There is no avoiding a past, therefore we embraced the area and its heritage – starting with the name, resulting in a captivating concept that conjures up colourful images!
- Thanks to its unique font and unapologetic design, the logo is designed as a “NEON” sign – a bit of a design ‘throw-back’, and is impossible to ‘unsee’. It makes a bold first impression!
- Over the years the ‘Docklands’ area has been repositioned, thanks to internationally recognised establishments such as V&A Waterfront, The Foundry, Sovereign Key, The Rockwell and The Cape Quarter, all developments in which AdMakers International played a role in sculpting by handling their marketing and positioning over the past three decades.
- We took full advantage of the colourful past, we drew inspiration from the look and feel of that era, utilising old neon retro signage and colours.
- We re-associated the colourful era with a new era – translating it into a digital age.
- The team then set out to create an authentic neon sign, with an appropriate typeface, redrawing elements of it to maintain its uniqueness.
- The red sign, with crackling and flashing white lights are reminiscent of the ‘red light district’ – today’s Docklands in De Waterkant is worlds apart from what it was, but the excitement and thrill of the area remains.
- **THE DOCKLANDS** name as building signage became a bold, flashing beacon for a new era of luxury playgrounds in the Cape.



OVERVIEW

2a
continued

Outline your plan for the marketing of this development.

THE DOMAIN NAME

www.TheDocklands.me

Why .me?

The choice of .me gives the web address character and individuality. It becomes personal, not only being 'different', but also subliminally 'anchoring' **THE DOCKLANDS** to the buyer.





Outline your plan for the marketing of this development.

THE SPEECH BUBBLES

The earliest use of speech bubbles were 'speech scrolls' connecting first person speech to the mouths of the speakers in Mesoamerican art between 600 and 900 AD. Today it is commonly found in comic books or cartoons used in much the same way. Throughout the campaign you will notice the use of speech bubbles, here's why:

- The speech bubbles – reminiscent of the ever-popular Marvel comic books – housed snippets of pertinent information – one simply cannot help to read them!
- In an age where we're less likely to read large bodies of text, we opted to highlight important information in these speech bubbles. So if the reader chose to read only the speech bubbles, they would gather enough information to grasp the magnitude and splendour of **THE DOCKLANDS**.
- Red, black and white formed the major colour palette, which drew the eye in. Red was also deliberately used based on its association with passion, heat, desire, radiance, energy and excitement – creating a sense of urgency to read the text.
- As with comic books, information was kept short, punchy and concise – less fluff, more fact.
- The use of speech bubbles gave information-hungry readers useful chunks of information – which translated perfectly across all digital platforms and continued throughout the press campaign.

Red portrays the passion, heat, desire, radiance, energy and excitement ...

... so if you read only the speech bubbles you will gather enough information to grasp the message



Useful chunks of information are easily communicated across all digital platforms



LAUNCHING NOW IN CAPE TOWN!

APARTMENTS FROM ONLY R2.85 M



ARTIST'S IMPRESSION by AdMakers 3D: Building Exterior

THE DOCKLANDS.ME

JAYSON 074 315 0466 jayson@thedocklands.me **DEAN 083 225 9978** dean@thedocklands.me

GET READY FOR THE VERY BEST THE CITY OF CAPE TOWN HAS TO OFFER...

- Edgy architecture and on-trend, luxury interiors
- A selection of luxury penthouses and apartments
- Pool deck and entertainment area
- High-speed, fibre-optic internet
- Excellent investment, or lock-up-and-go residence
- 24/7 manned security, with access control and white glove concierge
- Secure undercover parking
- Superb coffee and vibe with Vida e Caffè



8289/93851 CAMPAIGN BY ADMAKERS.COM



Outline your plan for the marketing of this development.

THE TAGLINE

WHERE ELSE! is an unconventional approach to a tagline, perhaps even non intuitive – however it's both a thought-provoking statement and question best suited to the The Docklands campaign, here's why:



- It is both statement and question, and cheekily arouses a sense of curiosity in the reader, luring them in to find the answer to this question/statement.
- It is easily recognised, catchy, simple and to the point – executing the 'less fluff, more fact' achieved throughout the campaign.
- It is suited to the brand personality and attitude, connecting with readers on an emotional level.
- It eliminated unclear terminology with a short, simple phrase.
- It conveys an energetic first impression, relatable to the target market.
- It also formed part of a provocative brochure cover which entailed us acquiring a model willing to pose half nude during winter, only draped in a fur blanket.
- **WHERE ELSE!** promotes introspection and helps to make the decision to buy.



Outline your plan for the marketing of this development.

THE ICONIC BLONDE

We were faced with the challenge of a mid-Winter launch for THE DOCKLANDS. With this in mind, it was undeniable that a beautiful blonde in a cosy blanket would attract the attention of our target market! This research dates back to 1871, when a Tobacco company started featuring attractive women on their packaging. 'Sexy' advertising launched many brands into the spotlight over the years, and while the approach depends entirely on the product and the level of risk the brand is willing to take, we 100% believed that **THE DOCKLANDS** would benefit from a much more sophisticated 'take' on this approach.

THE DOCKLANDS photography involved a beautiful blonde in a cosy blanket, giving a very homey feel to the campaign, which launched during WINTER. Our aim was to take the stereotype of using an attractive girl in advertising and turn it into a concept that is both stylish and warm, but inevitably attention-grabbing. As humans we are wired to react and respond to beautiful imagery, and we didn't need to show more than her back to capture the viewer's attention and activate their 'brains' with imagery that became difficult to ignore or forget.

Our shoot was obviously a bit more daring and got 'toned down' for the actual campaign. The model's gleaming halo of golden hair and the styling of the interiors and garments are associated with warmth, glamour, femininity and fantasy, combined with a bit of 'tongue-in-cheek' humour and an intelligent message, bringing **THE DOCKLANDS** campaign to life!





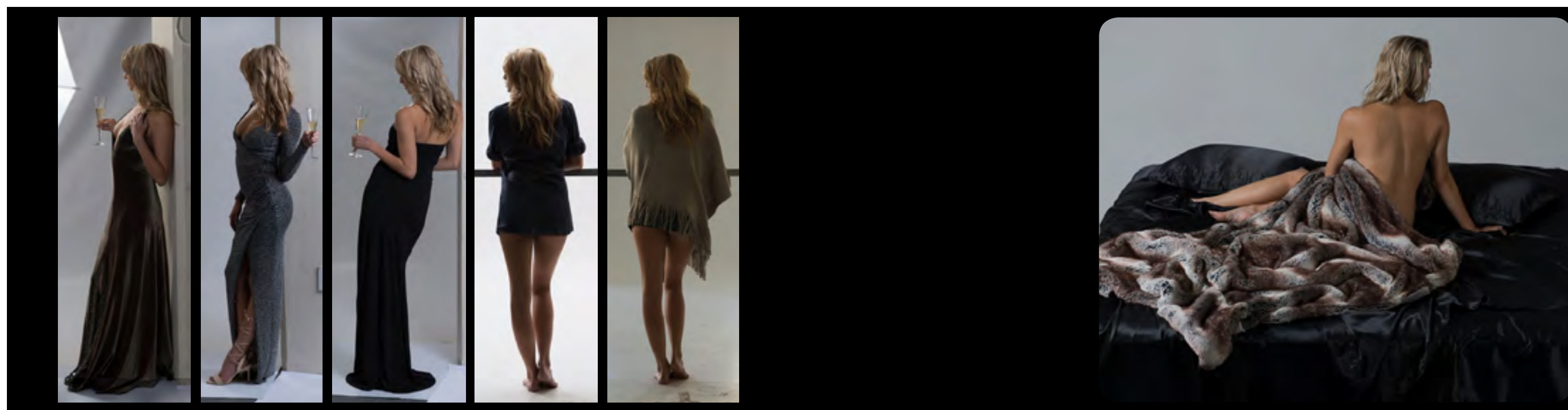
Outline your plan for the marketing of this development.

THE PHOTOSHOOT

THE DOCKLANDS required a winter launch, and in addition to the 1-minute movie, we hired a beautiful model, draped her in a fur blanket, and crafted a CGI of her looking out through her floor-to-ceiling window over De Waterkant and Table Mountain from her silky bed, in her Docklands apartment.

The conventional means of marketing a development will not work in a saturated market. Our depiction of **THE DOCKLANDS** lifestyle was not only appropriate, but a vital part of the marketing strategy, as **THE DOCKLANDS** in itself is a very different campaign from the 'normal' property launch, which usually leads with an artist's impression of the building to be launched. We wanted to create aspiration as well as a desire for a 'sexier' Cape Town lifestyle.

Tash!
something about
photoshopping
more fake fur
over our model...





OVERVIEW



Outline your plan for the marketing of this development.

THE HALO BROCHURE

THE DOCKLANDS halo brochure is a powerful piece of marketing collateral that included a separate booklet containing the plans and layouts of the development – reducing the clutter, information overload and initial costs. **THE DOCKLANDS** brochure became especially important and useful as it captured the essence of **THE DOCKLANDS** lifestyle as well as the energy of De Waterkant, Cape Town.

The brochures became the most versatile tool to inform potential buyers of the development and the unique services and lifestyle on offer. The halo brochure was given to serious buyers, where as a smaller version was created for distribution in areas that experience a lot of customer traffic, i.e. First Thursdays and at presentations.

THE DOCKLANDS brochures (Halo and glossy pamphlet) work well in combination with the separately printed plans booklet. Together it also became a seductive, high-quality, impactful media kit which held enough information about the developers, the product and the lifestyle to grasp the magnitude of the development.

The statement-setting brochure gives an exciting overview of The Docklands, enticing readers to visit the website and other social media platforms. The combination of a unique lifestyle and luxury apartments/penthouses beautifully designed and written in the marvel comic style creates items of interest to the recipient and something worth sharing. We've used the brochures to tell a story over the course of the glossy layouts and end it with a powerful, thought-provoking call to action – WHERE ELSE.



OVERVIEW



Outline your plan for the marketing of this development.

GOBO LIGHTS

(GOes Before Optics)

THE DOCKLANDS required an unconventional, aggressive marketing approach, we therefore chose an outdoor/ambush guerilla marketing tactic that leveraged an audience of an in-progress event, with the aim of drawing attention: for this reason, we utilised *Gobo Lighting at **First Thursdays events.

A customised Gobo Light with **THE DOCKLANDS** logo was installed on the rooftop of the development in time for First Thursdays – naturally event goers could not help but be impressed at the spectacular lightshow. As the First Thursday crowd meandered the streets, the gobo light projected a moving logo onto the streets, surrounding buildings and clouds, creating a powerful visual impact. It drew attention to the building, raising brand awareness among a large audience, without interrupting them as well as generated foot traffic and improving leads. In a competitive market place such as De Waterkant, we wanted to capture the attention of First Thursday goers and create interest that caused a positive chain reaction that spread the word regarding a ‘hip’ new development, set to be CAPE TOWN’S MOST EXCITING NEW PLAYGROUND.

Once led to **THE DOCKLANDS** showroom, guests received champagne, snacks and an information pack. Sales staff had the opportunity to engage with potential buyers and created leads. This interaction not only built brand awareness but it built trust while simultaneously growing a future investor database.

*The gobo light is a template placed inside or in front of a light source to control the shape of the emitted light – typically used in theatre productions.

**First Thursdays is the one day of every month when art galleries and cultural events around Cape Town’s city centre are open until 9 pm or later. It is a free of charge, public event which allows everyone the opportunity to explore the city on foot and experience Cape Town’s cultural wealth.



OVERVIEW

PLAY
VIDEO

DOCKLANDS



Outline your plan for the marketing of this development.

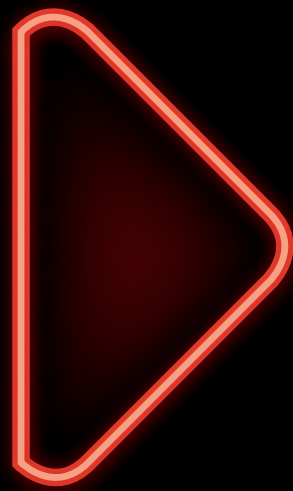
THE MOVIE

THE DOCKLANDS required a Winter launch in Cape Town – not the ideal time of the year for a development launch, but we decided to embrace winter, which gave rise to an inviting, vibrant 1-minute movie that captured the energy of Cape Town and the luxury of The Docklands. The process entailed:

- We did not want to take the typical ‘product-pushing’ approach with **THE DOCKLANDS**, but rather tell a story and move the audience.
- Drones captured the beauty of living in the shadow of Table Mountain, the seaside, De Waterkant, Cape Town and the cityscape at night.
- The movie depicts an engaging and aspirational story of a life lived to its fullest in the city.
- Our in-house CGI department and Film department together created a high-energy short 1m with a designated soundtrack, which gave potential buyer a chance to visualise how the product can match and improve their lifestyle.
- In the digital age, a movie speaks a thousand words, we wanted to capture the energy of the area and convey the vibrant lifestyle, when living in such close proximity to the nest dining and entertainment hotspots e.g. First Thursdays, Il Leone Mastrantonio, Beluga and Izakaya Matsuri.
- **WHERE ELSE.** Poses viewers with the question of WHERE ELSE can you experience a life of this calibre.
- Viewers can relate to the cast and imagery used, because they too live a similar lifestyle or at least aspire to, this makes **THE DOCKLANDS** accessible.
- The movie is a glimpse into the luxury of **THE DOCKLANDS** and the high-energy lifestyle of De Waterkant.
- The movie highlighting the luxury apartments using professional CGIs, with the main focus on the truly unique lifestyle offering at **THE DOCKLANDS**
- Instead of trying to tell people what to do or buy we have opted to show them beauty, art, a story and something that they can positively relate to.



We are not ‘creating’ the NEED for this luxury apartment – this market already has that. We are simply and gently stirring the emotions to highlight / bring out this need within them. A BEAUTIFUL, PLAYFUL, ADVENTUROUS and LUXURIOUS place to live.



Instead of trying to tell people what to do or buy we have opted to show them beauty, art, a story and something that they can positively relate to.



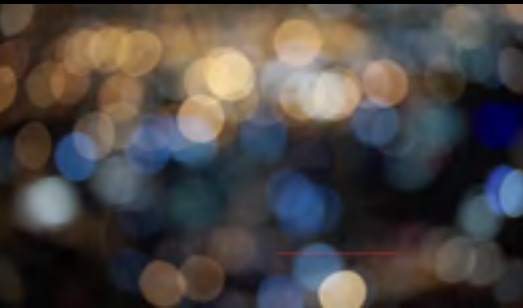
Outline your plan for the marketing of this development.

THE MOVIE: storyboard

We did not want to take the typical ‘product-pushing’ approach with THE DOCKLANDS, but rather **tell a story and move the audience.**



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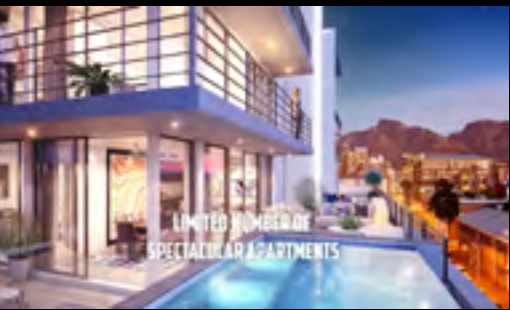
The movie is a **glimpse into the luxury of THE DOCKLANDS** and the **high-energy lifestyle** of De Waterkant.



Our in-house CGI department and Film department together created a **high-energy short film** with a **designated soundtrack**, which gave potential buyer a chance to visualise how the product can match and improve their lifestyle.



In the digital age, **a movie speaks a thousand words**, we wanted to capture the energy of the area and convey the **vibrant lifestyle**, when living in such close proximity to the finest dining and entertainment hotspots e.g. **First Thursdays, Il Leone Mastrantonio, Beluga and Izakaya Matsuri.**



The movie highlighting the luxury apartments using professional CGIs, with the main focus on the **truly unique lifestyle offering at THE DOCKLANDS.**



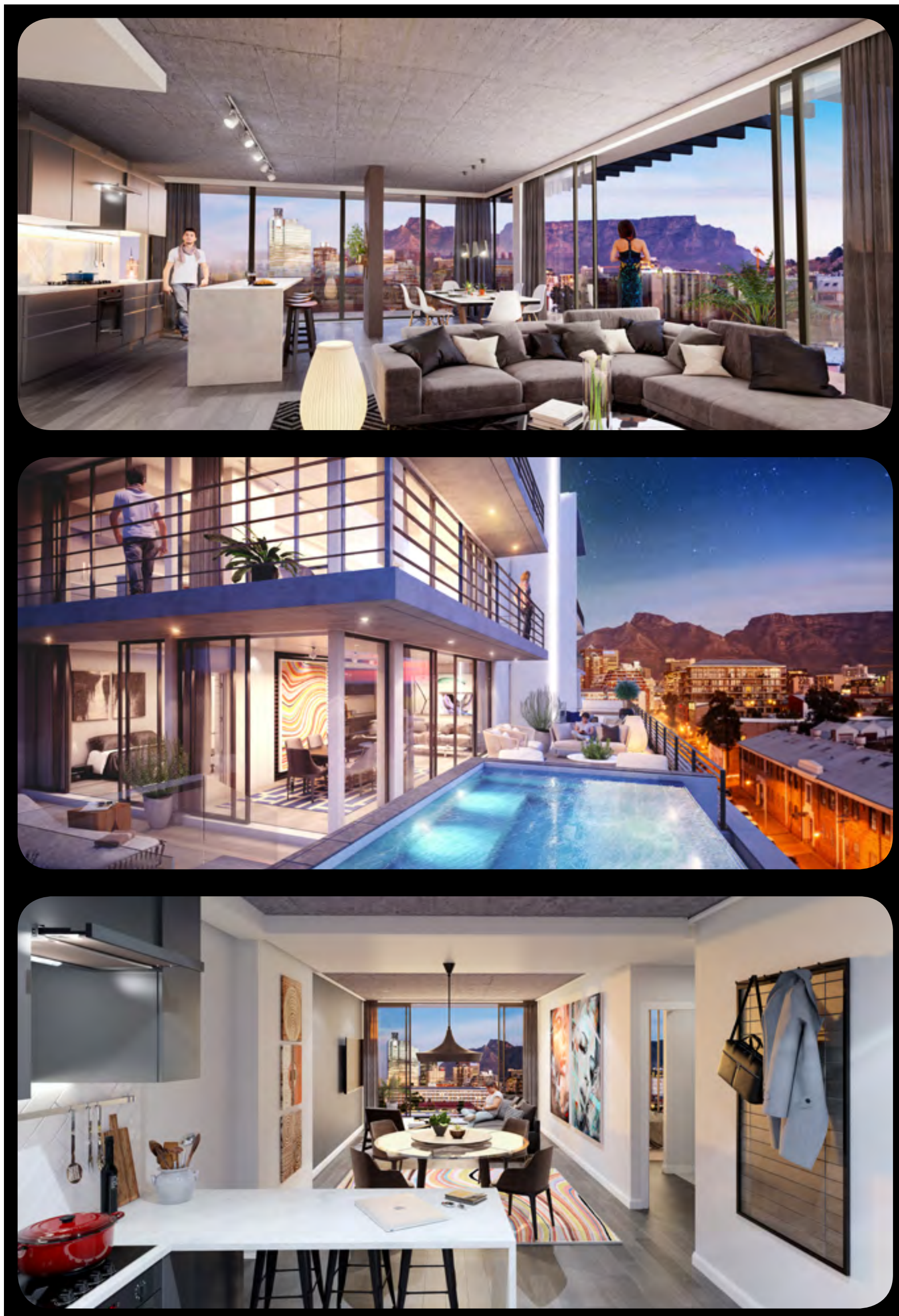
WHERE ELSE.
Poses viewers with the question of WHERE ELSE can you experience a life of this calibre.



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A BEAUTIFUL, PLAYFUL, ADVENTUROUS and LUXURIOUS place to live.





Outline your plan for the marketing of this development.

THE CGI's

When marketing **THE DOCKLANDS** we considered CGIs more than just a selling tool, but rather an integral part of the entire process.

AdMakers' in-house CGI Department set their sights of crafting imagery that captured the excitement, lifestyle and international calibre of **THE DOCKLANDS** – grabbing the attention of the target market.

The array of CGIs beautifully interpreted the architect's drawings, developer's plans and proposed interiors, successfully giving the buyer a sense of realism for what their future home would look like in the final environment. We did not want **THE DOCKLANDS** to be left open to interpretation, we wanted to present the viewer with the final view to help them envision life at **THE DOCKLANDS**.

Everything was considered, from furniture, interior lighting, finishes and viewpoints, etc. in order to accurately recreate lighting in context, views and atmosphere.

The use of aspirational CGIs raise **THE DOCKLANDS** profile and build potential buyer confidence.



Outline your plan for
the marketing of this
development.

THE CGI's





Outline your plan for the marketing of this development.

THE BRANDED CLOTHING

While costly traditional forms of advertising were used in the marketing of **THE DOCKLANDS** including billboard, print and video, a simple, yet beautifully branded peak cap etc. is both affordable and an effective means of impressing the potential buyer and gaining exposure.

We therefore created a host of apparel: peak caps and golf t-shirts worn by employees, sales team and used as promotional gifts; and hard hats worn by serious buyers when invited to take a tour of their potential purchase – giving them the opportunity to experience the spectacular apartment/penthouse view first-hand.

Branded hard-hats were issued to all visitors to the show apartments during the course of construction (below).

Branded apparel featuring **THE DOCKLANDS** name and logo proved to be an invaluable marketing tool in building the brand awareness and visibility of **THE DOCKLANDS**.



OVERVIEW





OVERVIEW



Outline your plan for the marketing of this development.

THE BRANDED VEHICLES

Your eye has likely caught a car or two as you drive about on your daily activities or while stuck in traffic. For this reason, vehicle branding proved to be the ideal advertising medium for **THE DOCKLANDS**, especially as it is professional done. It is also a cost-effective advertising tool, costing a fraction of what most other advertising mediums will. **THE DOCKLANDS** utilised this medium and branded luxury cars that would potentially travel much further than static advertising, which enabled exposure to a wider target audience by covering more areas, spreading a clear message further and to greater effect.



Professional Photography	£0 000, 00
Lifestyle Movie	£0 000, 00
Magnificent Halo Brochure (incl. print)	£0 000, 00
Presentation Box	£0 000, 00
High-end Hand-out	£0 000, 00
3D CGI Imagery (x10)	£0 000, 00
Signage Programme	£0 000, 00
3D Animation	£0 000, 00
Floor plan Marketing Layouts	£0 000, 00
Printing of High Quality Floor plans	£0 000, 00
Design and Layout of Interactive PDF Price List	£0 000, 00
Website	£0 000, 00
Media Campaign	£0 000, 00
Sales Environment	£0 000, 00
Flags and Banners	£0 000, 00
Web Banner	£0 000, 00
Email Campaign	£0 000, 00
Launch and Press Event	£0 000, 00

£1 680 53.11



Indicate the budget given to complete your brief.

THE BUDGET

The marketing of **THE DOCKLANDS** proved to be a particularly detailed roadmap – presenting us with a challenge based on the fact that unlike our previous large-scale developments, **THE DOCKLANDS** entailed the marketing of a slightly smaller boutique block of apartments – yet required the same level of tactical marketing.

Total marketing budget:
R2 785 100 (South African Rand, ZAR)
£1 680 53.11 (Pound Sterling, GBP)



MARKETING

OF THE DEVELOPMENT

1. Supply samples of published press advertisements. Where possible supply the complete publication and include tabs to locate the pages where the publicity appears.
2. Provide other forms of adverts including video, poster and online examples. If supplying video, place up to 3 examples onto a USB memory stick.
3. Supply published PR you have had from local or national press, television and third party websites.
4. Provide up to 5 colour A4 sized printouts of social media samples.
5. Provide the brochure for the development.
6. Describe any innovations you used in the promotion of the development.



View of Table Mountain circa 1898



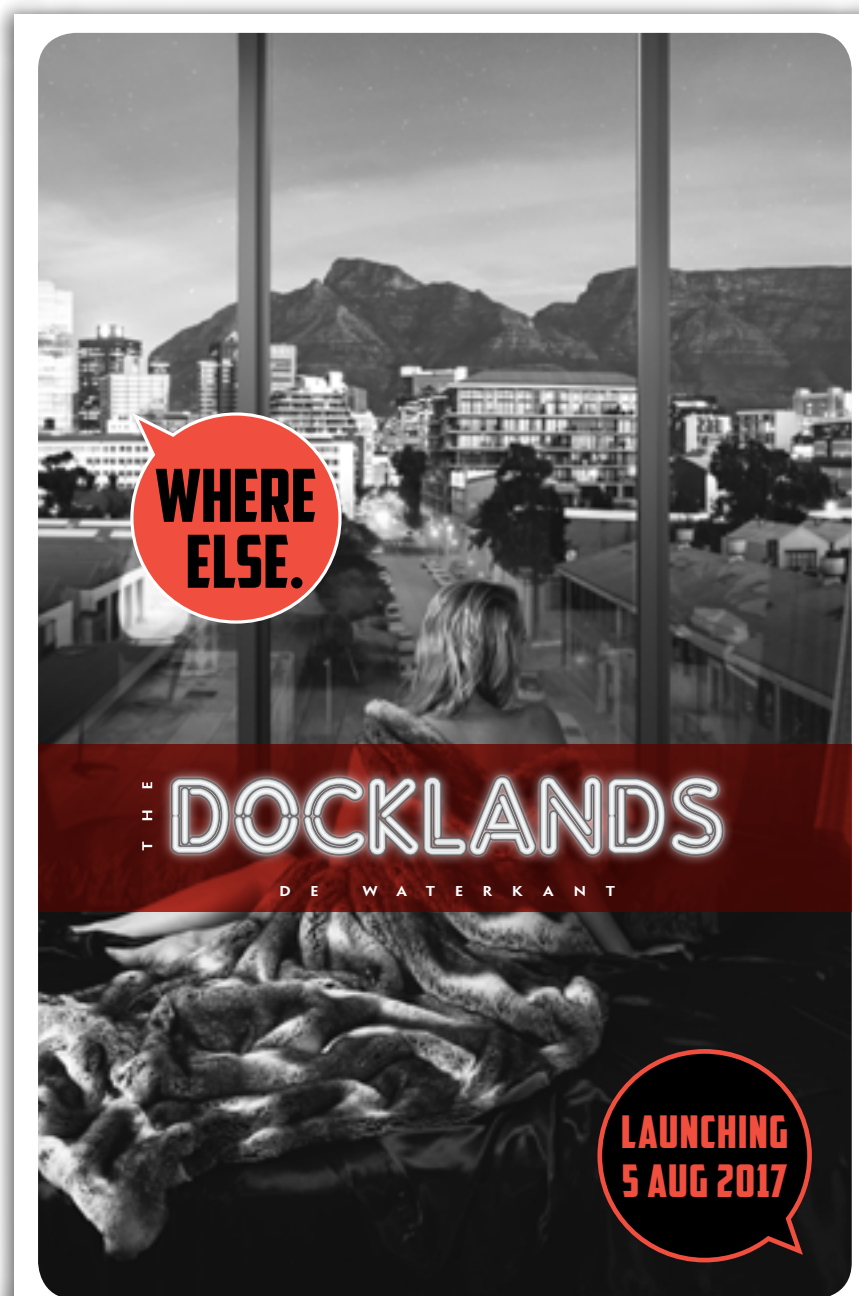
MARKETING

OF THE DEVELOPMENT



Supply samples of published press advertisements.

3-page launch announcement



Opening page (page 1)



Editorial (page 2)

Press ad (page 3)

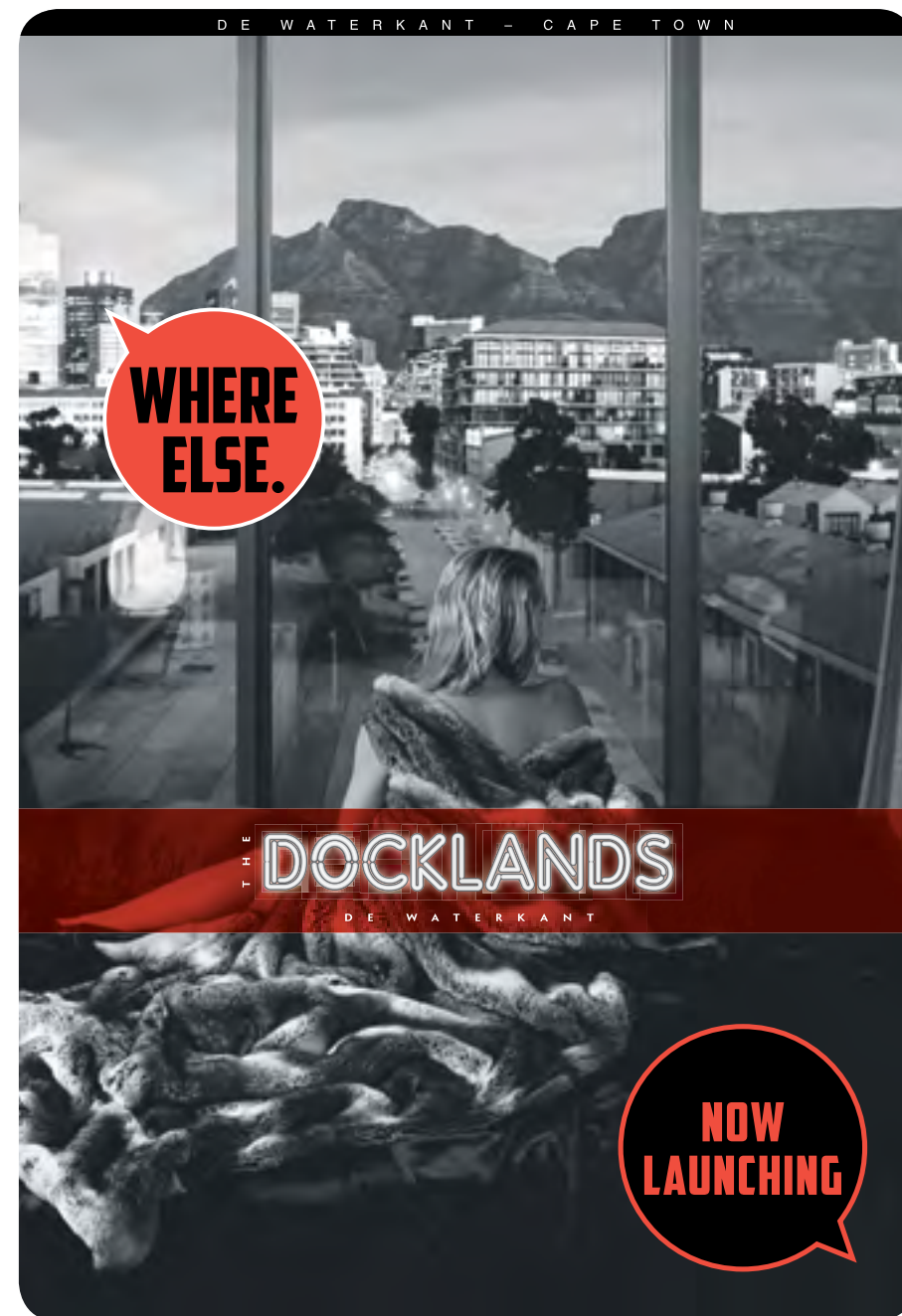
A striking press campaign in national newspapers.

13

MARKETING

OF THE DEVELOPMENT

Launch week advert in weekend property guide



Opening page (page 1)

1
continued

Supply samples of published press advertisements.

INTRODUCING CAPE TOWN'S EXCITING NEW PLAYGROUND!

Are you ready for the **SPLENDOR OF CAPE TOWN** and the exhilaration of living in its **MOST EXCITING NEW** playground? The elegant, vibey nights of **DE WATERKANT**, the **BOUTIQUE** shopping experiences at **THE FOUNDRY** and **CAPE QUARTER** and the most visited tourist attraction on the continent, the V&A Waterfront!

JAYSON 074 315 0466

jayson@thedocklands.me

DEAN 083 225 9978

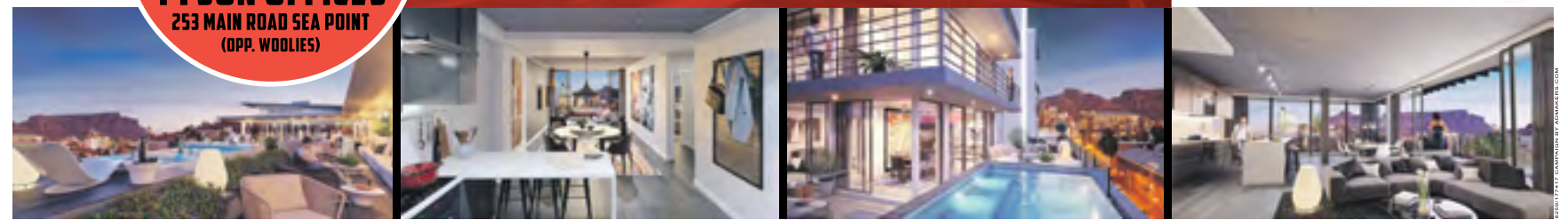
dean@thedocklands.me

WWW.THEDOCKLANDS.ME

MAGNIFICENT
DESIGNER APARTMENTS
FROM ONLY
R2.85 M
(PENTHOUSES ALSO AVAILABLE)

Edgy architecture and on-trend, luxury interiors, featuring SMEG ovens with glass hobs and extractors, make a dramatic style statement. **THE DOCKLANDS** fills a long-standing gap in the Cape Town real estate market, for trendy, contemporary accommodation. And it took the innovative, forward-thinking approach of developers FWJK to make it happen. Find out more about them at www.fwj.k.co.za.

**NOW
LAUNCHING**
ON SHOW AT THE
TYSON OFFICES
253 MAIN ROAD SEA POINT
(OPP. WOOLIES)



A RANGE OF PENTHOUSES AND LUXURY APARTMENTS • POOL DECK AND ENTERTAINMENT AREA • 24/7 MANDED SECURITY WITH ACCESS CONTROL • HIGH-SPEED, FIBRE-OPTIC INTERNET • EXCELLENT INVESTMENT, OR LOCK-UP-AND-GO RESIDENCE • SECURE UNDERCOVER PARKING • SUPERB COFFEE & VIBE WITH VIDA E ON THE GROUND FLOOR • WHITE-GLOVE CONCIERGE

Double space spread (page 2 & 3)



MARKETING

OF THE DEVELOPMENT



Bus shelters



Billboards

Eye-catching billboards prominently featuring the URL to THE DOCKLANDS lifestyle preview strategically placed within the CBD area.

5m x 1m billboards positioned strategically around the site itself, highlighting the price and CGI of the development and leading people to the URL showing the movie.



Provide other forms of adverts including video, poster and online examples.

OUTDOOR ADVERTISING

- Bus shelters
- Billboards
- Building Signage

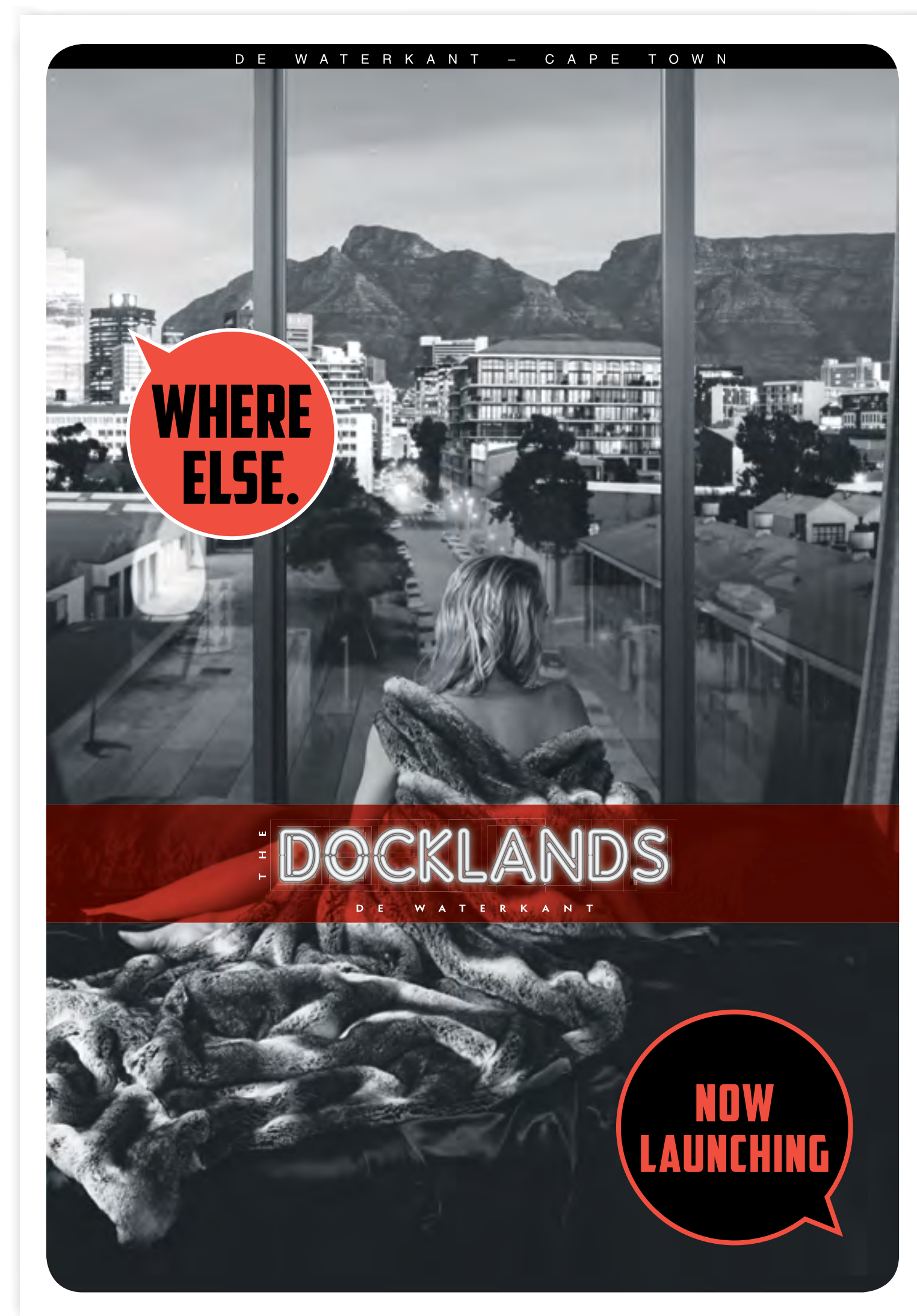


Outdoor advertising was utilised with the aim of 'delighting' potential consumers with creative and entertaining advertising, which in turn supported the press and online campaigns. Along with creating a strong presence and high exposure, outdoor advertising is extremely cost-effective, and with commuters spending more time in traffic, outdoor advertising will earn a place in the minds of our consumers and offer them a constant reminder that **THE DOCKLANDS** is available and on sale – extending the life of the campaign.

A strong outdoor presence is like a set of strategically positioned dominoes, setting off a whole sequence of events into action which facilitate engagement.

Building Signage

Bold signage placed around the building on street level to grab attention.



Provide other forms of adverts including video, poster and online examples.

POSTERS

Advertising posters are a common, affordable print promotional technique, with a high return on investment, 24/7 accessibility and better longevity relative to other print media.

We therefore created large glossy posters, inspired by the classic movie poster – which in itself is a piece of art. Posters were visually striking carrying the campaign's bold design, luxurious images, vivid colours and pertinent copy.

A larger, glossy poster with **THE DOCKLANDS** impacting colour scheme, strategically placed in high-density locations would capture attention and connect with passers-by at all times.

Sample supplied

**B**

MARKETING

OF THE DEVELOPMENT

1b
continued

Provide other forms of adverts including video, poster and online examples.

VIDEO

Video marketing in today's media driven culture is imperative – buyers want to see the product in action at their convenience and quickly! A short film allowed us to reach a larger audience and create a personal connection with the viewer. Our reach was then further enhanced through shared posts/links and utilizing the power of YOUTUBE, enticing the viewer to want to learn more. It also features very prominently on the opening page of www.thedocklands.me.

THE DOCKLANDS 1-minute high-energy short film with a designated soundtrack captured the spirit of Cape Town and introduced the luxury lifestyle of **THE DOCKLANDS**. The film also conveniently presented the key element to assist in making a decision without too much reading.

[Please find USB's included in presentation](#)

In order to be relevant in today's crowded marketplace, an online presence is vital. **THE DOCKLANDS** digital marketing strategy meant having a responsive, search optimised website, an engaging and growing following on social media and utilising emailers as part of an enticing marketing campaign. We wanted **THE DOCKLANDS** to be easily reached and top-of-mind at all times. Reaching our targeted audience through a variety of engagement methods meant viewers were constantly reminded that **THE DOCKLANDS** existed and its unique offering.



Provide other forms of adverts including video, poster and online examples.

ONLINE DIGITAL ADVERTISING

- Website
- Emailers
- Web Banners



MARKETING

OF THE DEVELOPMENT





MARKETING

OF THE DEVELOPMENT

WWW.
THEDOCKLANDS
.ME

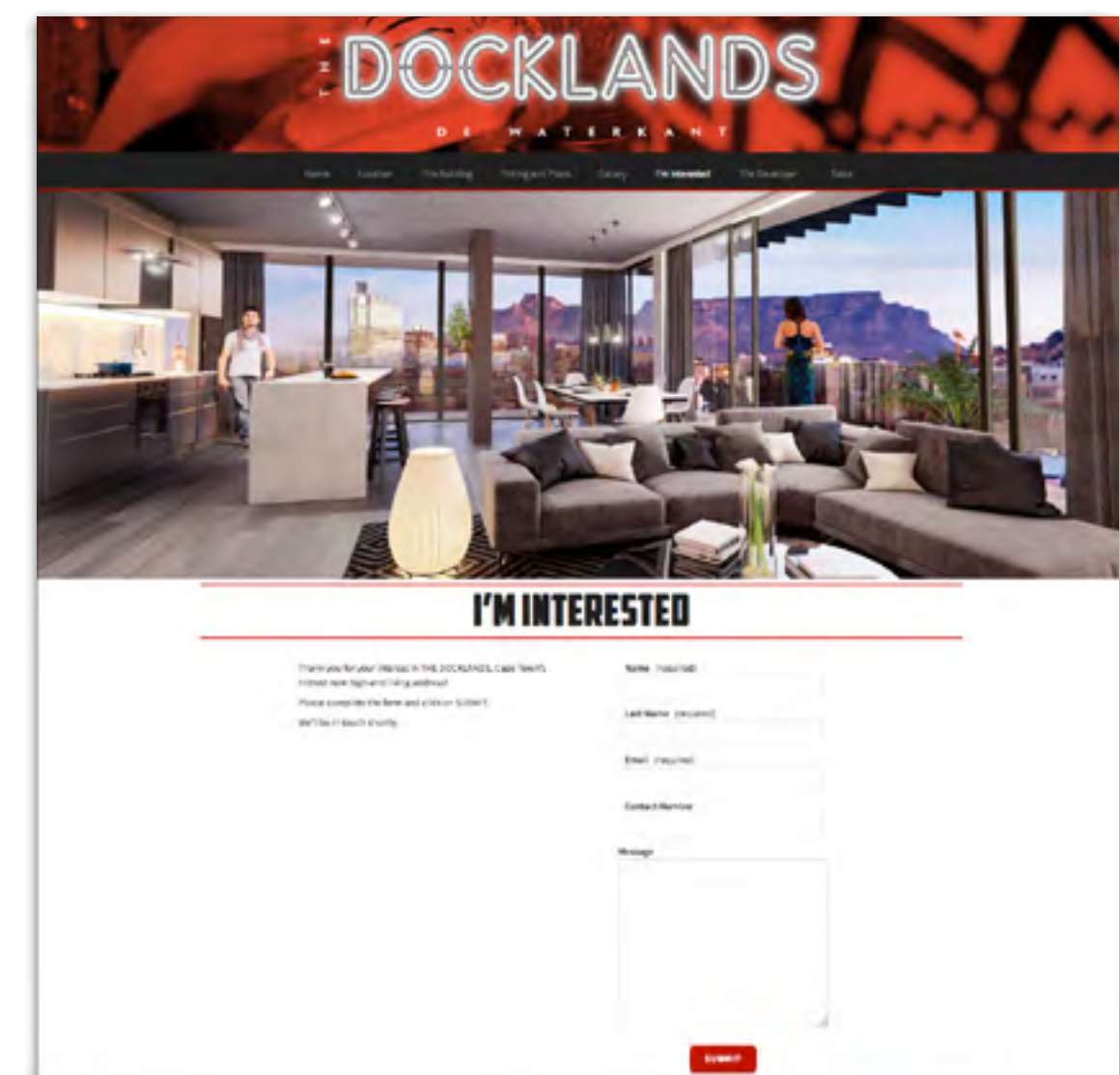


Provide other forms of adverts including video, poster and online examples.

WEBSITE

A designated campaign-specific landing page was created within the website for the purpose of the launch. The 'I'm Interested' page was made available to potential buyers who landed on **THE DOCKLANDS** website. This is in the case of the last available apartments selling out faster than the campaign timeline.

If **THE DOCKLANDS** development does not suit the needs of the potential buyer, the next development may well do so.



13

MARKETING

OF THE DEVELOPMENT

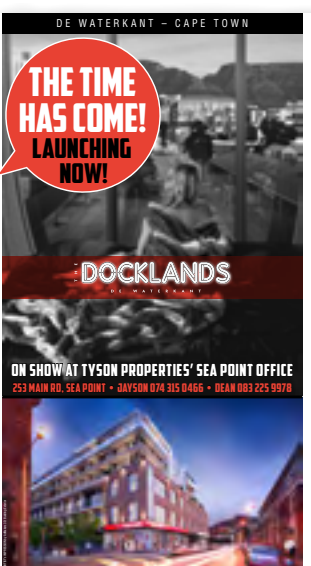
2
continued

Provide other forms of adverts including video, poster and online examples.

EMAILERS

A launch emailer (showing the movie and additional information and world-class CGIs) was sent to client's existing database of potentially interested buyers.

An attractive and attention-grabbing emailer containing a link to the movie was sent. This emailer stated that there are ONLY a specific number of apartments left in this development.



Introducing THE DOCKLANDS. WHERE ELSE. Cape Town's trendiest new playground is now on show...

- A selection of luxurious penthouses and spacious apartments with engineered wooden flooring
- Selective pool deck and entertainment area with endless views of iconic Table Mountain and the Harbour
- Total peace of mind with 24/7 manned security, access control
- Ample, secure undercover parking
- High-speed, fibre-optic internet
- The ideal opportunity for a once-in-a-lifetime investment, or lock-up-and-go residence
- Enjoy your fix of quality coffee at the Vida e cafe on the ground floor



TYPICAL ONE BED ONE - BALCONY

TYPICAL ONE BED ONE - BALCONY

TYPICAL TWO BED ONE - BALCONY

TYPICAL TWO BED ONE - BALCONY

TYPICAL TWO BED ONE - BALCONY

TYPICAL TWO BED ONE - BALCONY

TYPICAL TWO BED ONE - BALCONY

TYPICAL TWO BED ONE - BALCONY

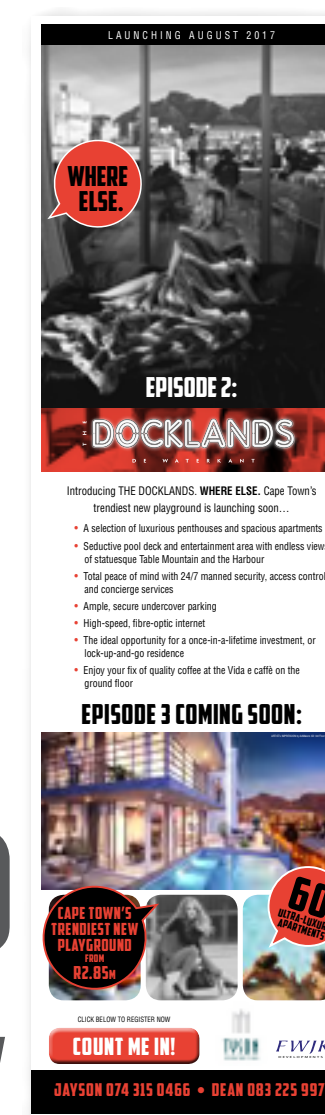
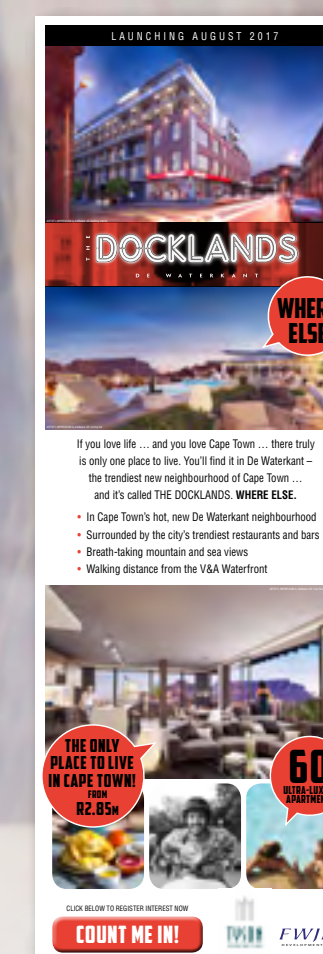
TYPICAL TWO BED ONE - BALCONY

TYPICAL TWO BED ONE - BALCONY

TYPICAL TWO BED ONE - BALCONY

ULTRA-LUXURY APARTMENTS FROM R2.85m

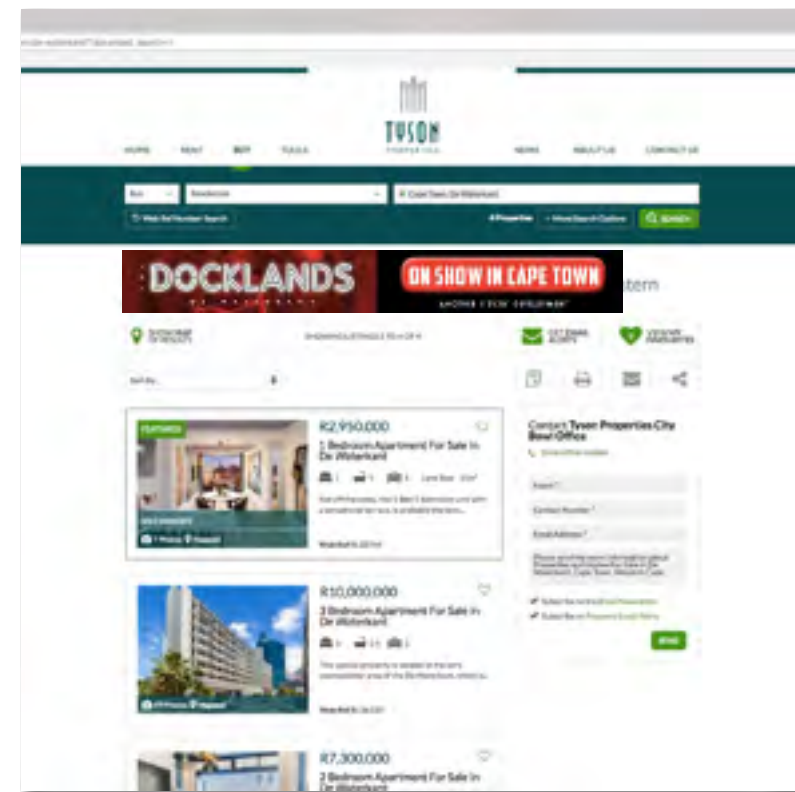
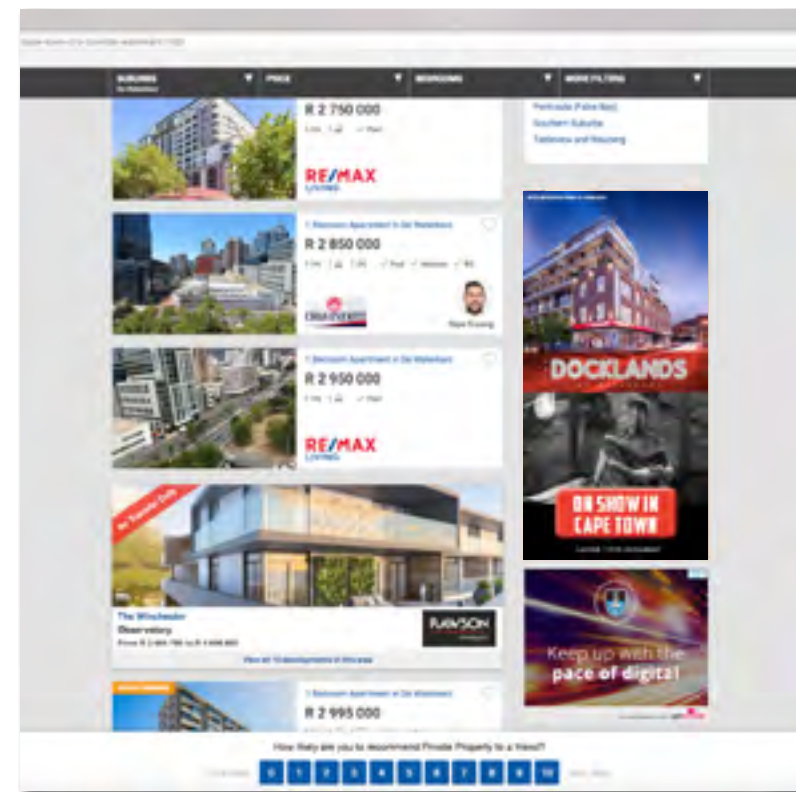
JAYSON 074 315 0466 • DEAN 083 225 9978





MARKETING

OF THE DEVELOPMENT



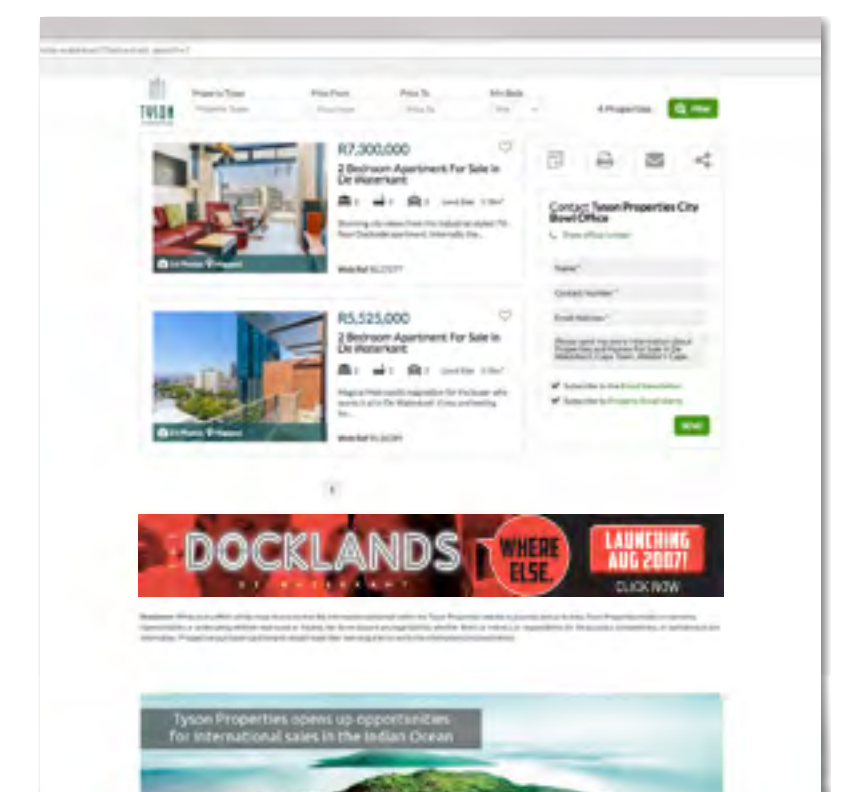
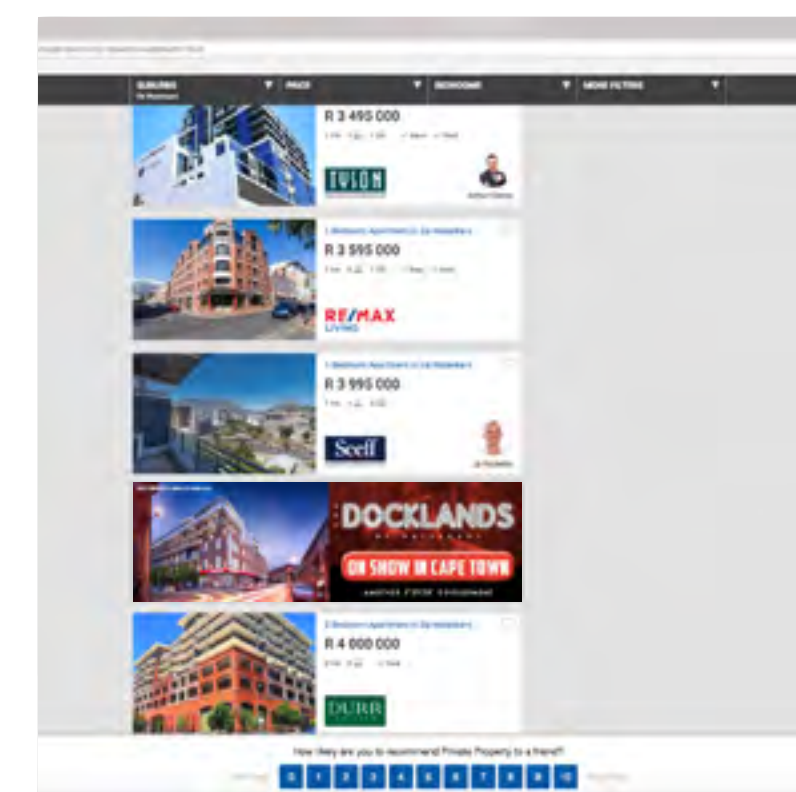
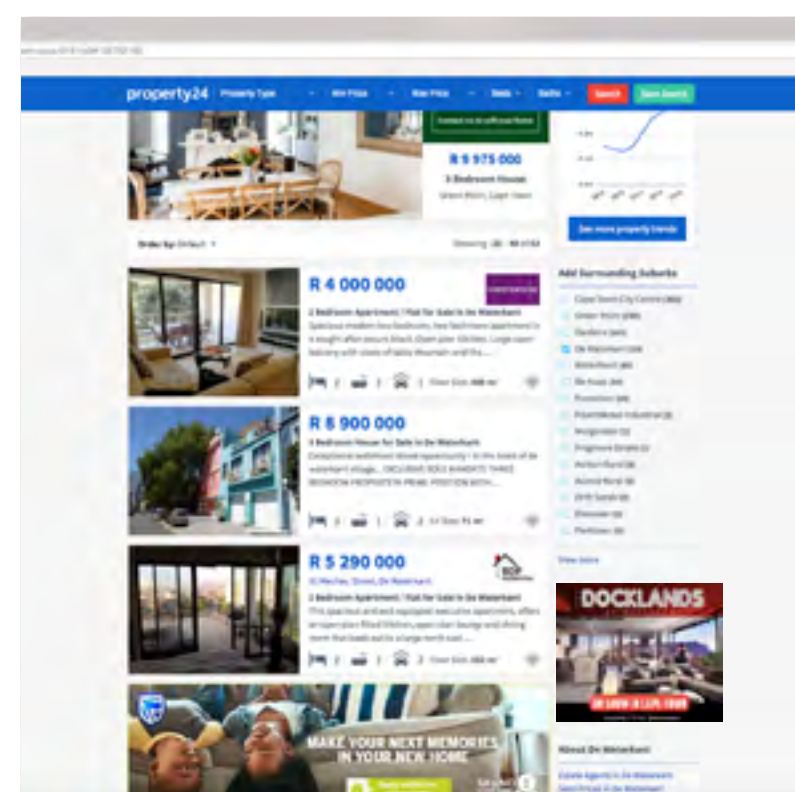
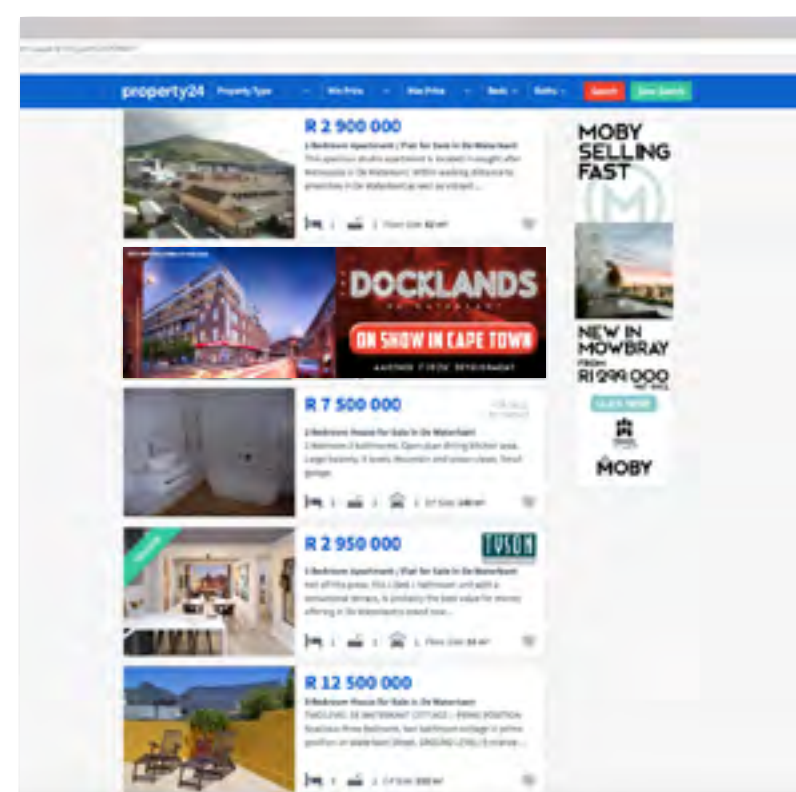
Provide other forms of adverts including video, poster and online examples.

WEB BANNERS

A carefully planned strip banner campaign enticed viewers to click on:



This took the viewer to the **THE DOCKLANDS** website where the clearly displayed play button. A lightbox popped up to reveal the Docklands' high-energy short film. It ended with a call to action to contact the sales agents. These strip banners appeared on property / investment pages of national news sites, travel / lifestyle / holiday and property portals.





MARKETING

OF THE DEVELOPMENT



**Supply published PR
you have had from local
or national television or
3rd party websites.**

PUBLISHED PR

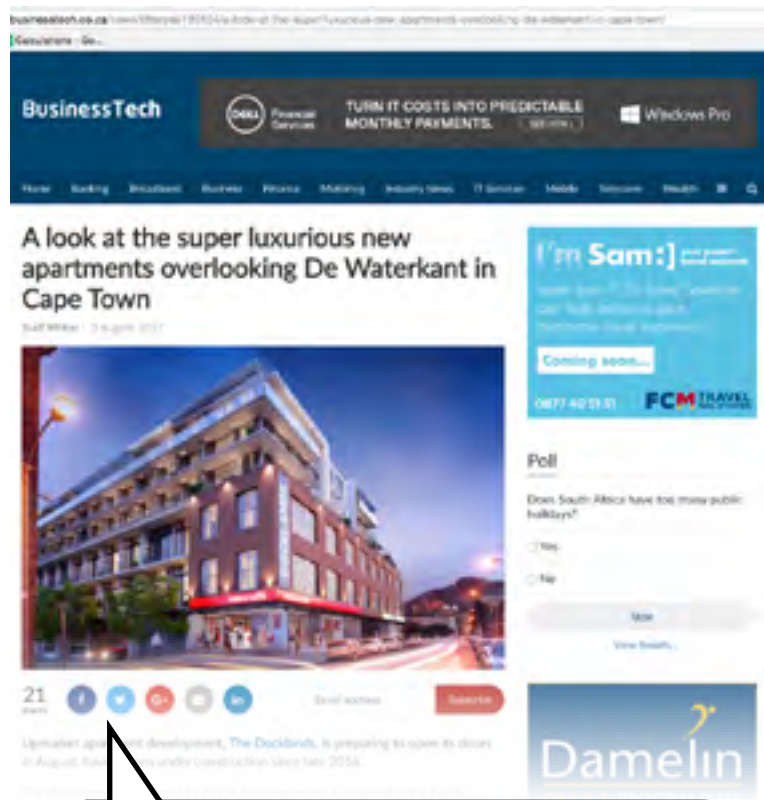
With the use of eye-catching, easy-to-read editorials and strip advertising in various popular magazines and newspapers, we carefully crafted **THE DOCKLANDS** identity and generated a positive attention flow. Once **THE DOCKLANDS** was introduced to the public we wanted to stay on top of mind – continually publishing well-placed material that highlighted the progress of the development, sales, activities and events to help our target audience remember who you are and the unique lifestyle on offer. This became a no-strings-attached resource where potential buyers could learn more about the development.

[Please see sample included in presentation](#)



MARKETING

OF THE DEVELOPMENT

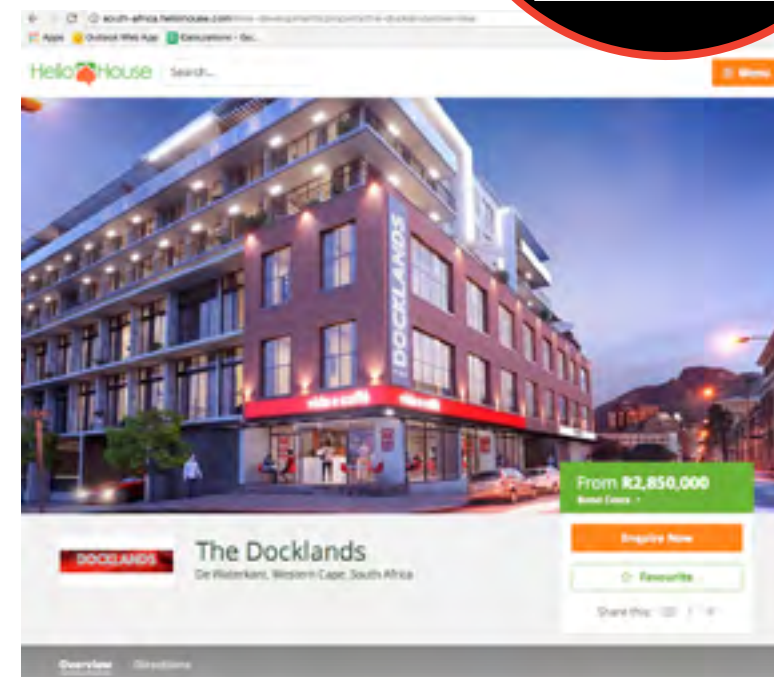


Upmarket apartment development, *THE DOCKLANDS*, is preparing to open its doors in August, having been under construction since late 2016.

The development, designed by FWJK Developments, is situated in the highly desired Prestwich Street in De Waterkant, Cape Town, and boasts an **"EDGY"** architectural style" and luxury interiors...



Supply published PR you have had from local or national television or 3rd party websites.



THE DOCKLANDS - Secure residential apartments in Cape Town

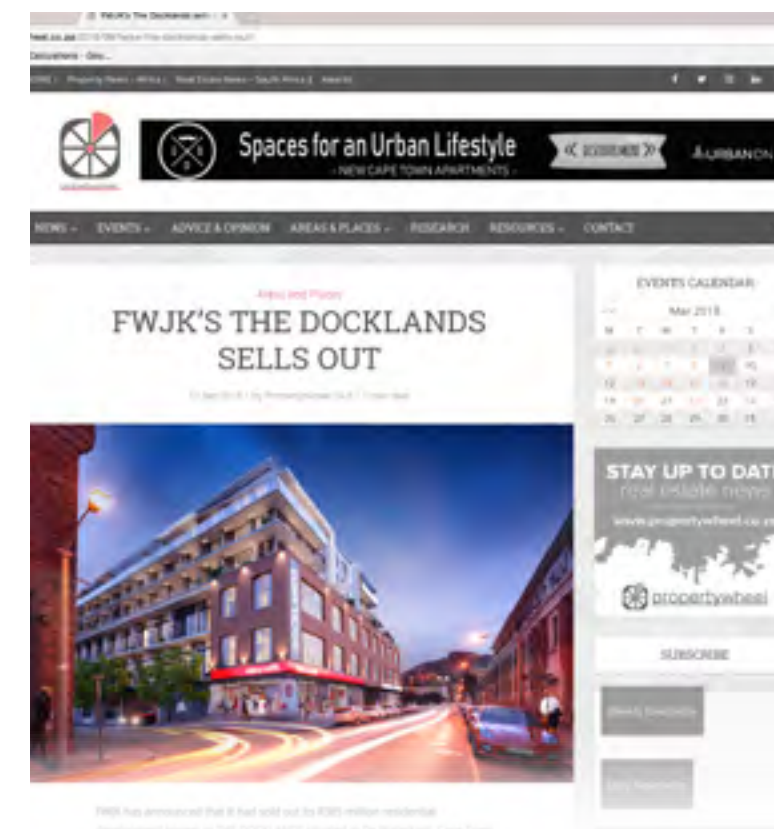
Are you ready for the splendour of Cape Town and the exhilaration of living in its most exciting new playground? The elegant, **VIBEY** nights of De Waterkant, the boutique shopping experiences at The Foundry and Cape Quarter, the most visited tourist attraction on the continent, the V & A Waterfront...



Now under construction, Cape Town's latest 'play-ground' is just a five-minute walk from the V&A Waterfront and is the perfect location for creative, city living.

Known for managing to find the perfect balance between fast-paced and super-chilled living, Cape Town is the ideal place for **CREATIVES** to call home and for investors to invest...

Its beauty, popularity and appeal make it difficult to find trendy, secure property within walking distance to all that Cape Town as a city has to offer.

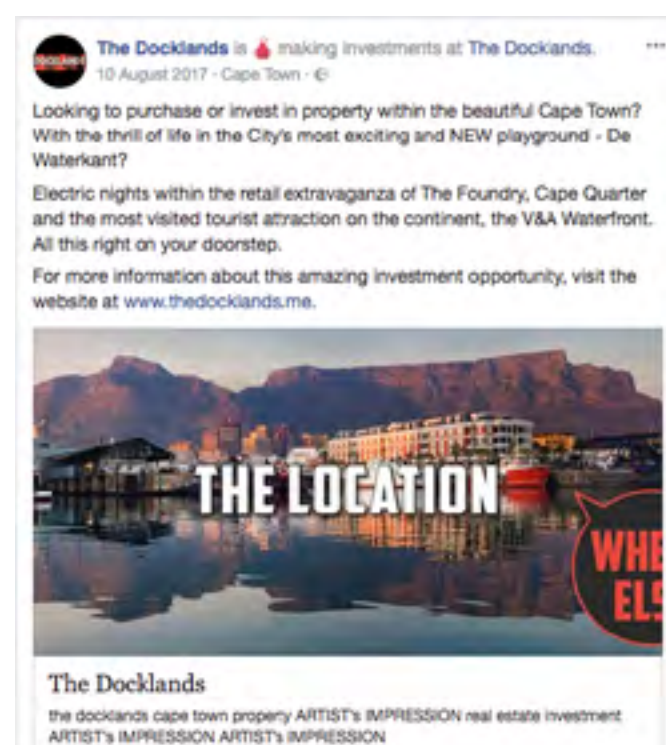


FWJK has announced that it had sold out its R385 million residential development known as *THE DOCKLANDS* situated in De Waterkant, Cape Town in little over a month to Cape Town investors according to Craig Armstrong, regional director of FWJK. This 134 apartment development in the highly **DESIRED**...



MARKETING

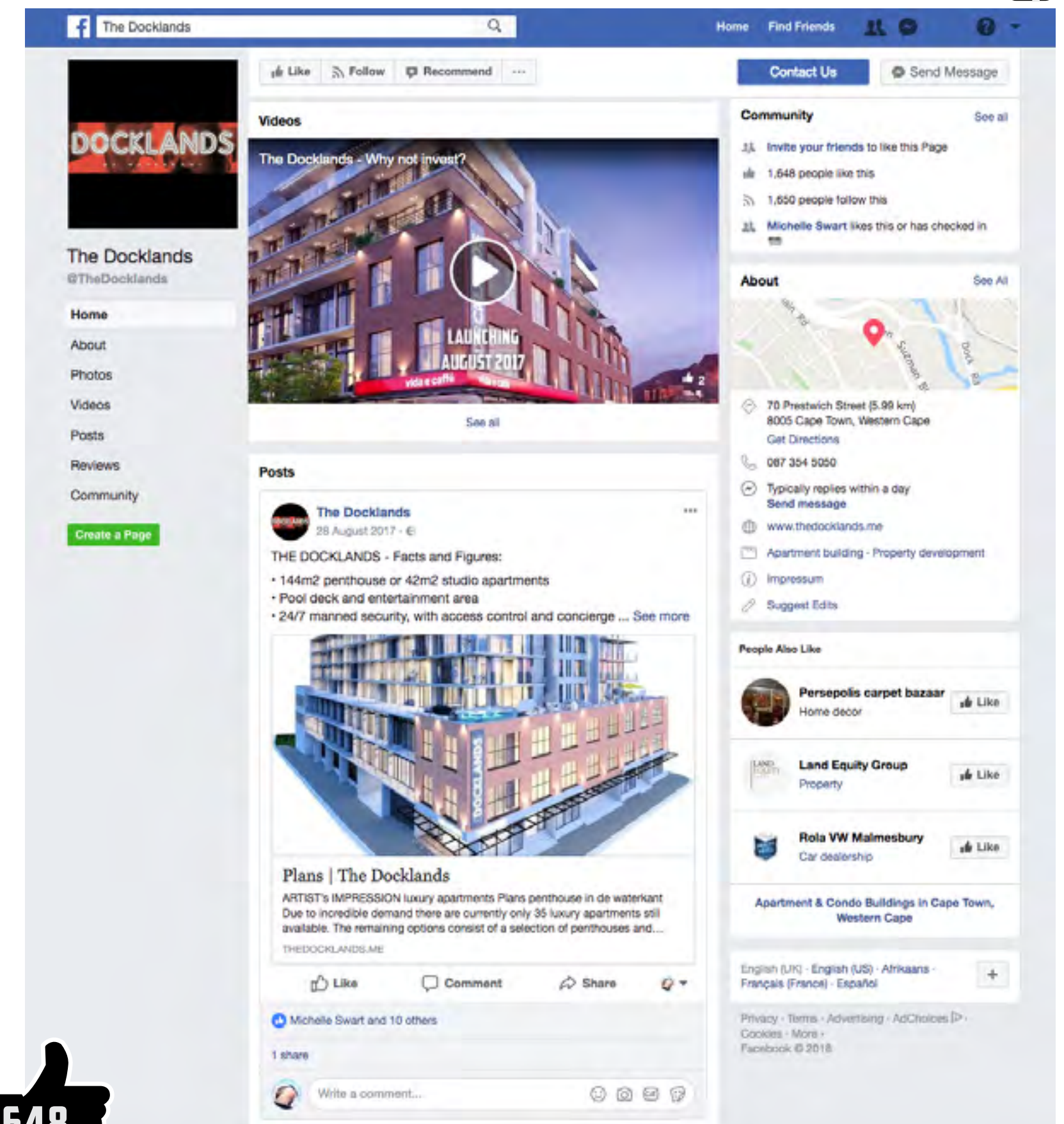
OF THE DEVELOPMENT



Provide up to 5 colour A4 sized printouts of social media samples.

SOCIAL MEDIA

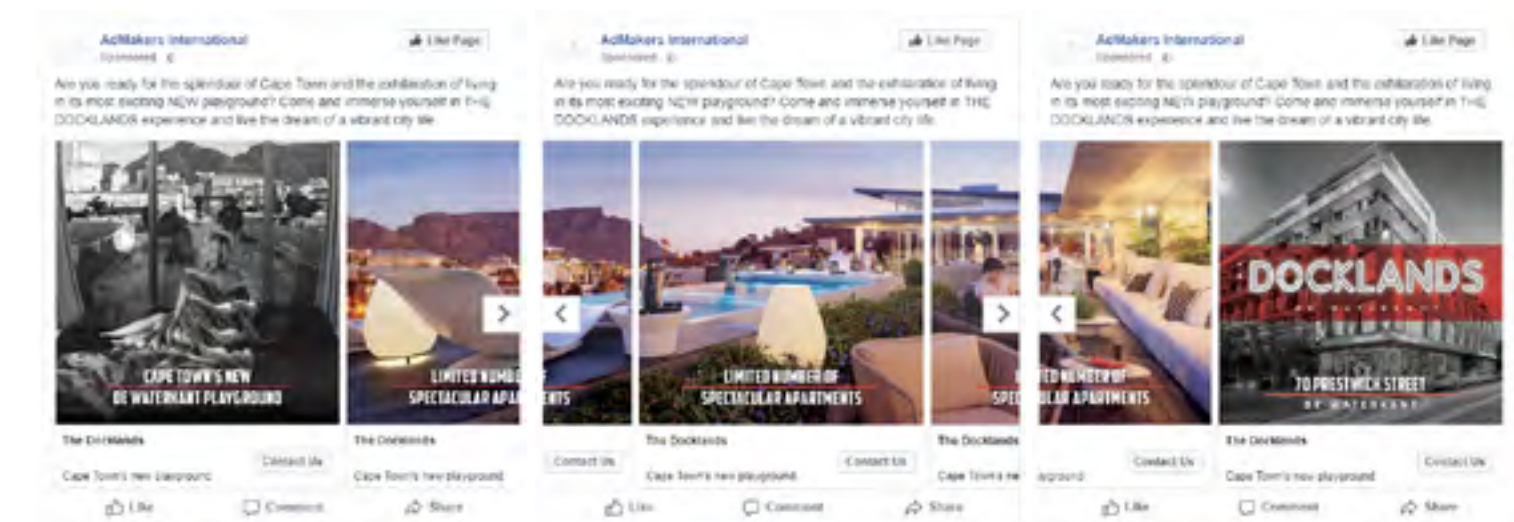
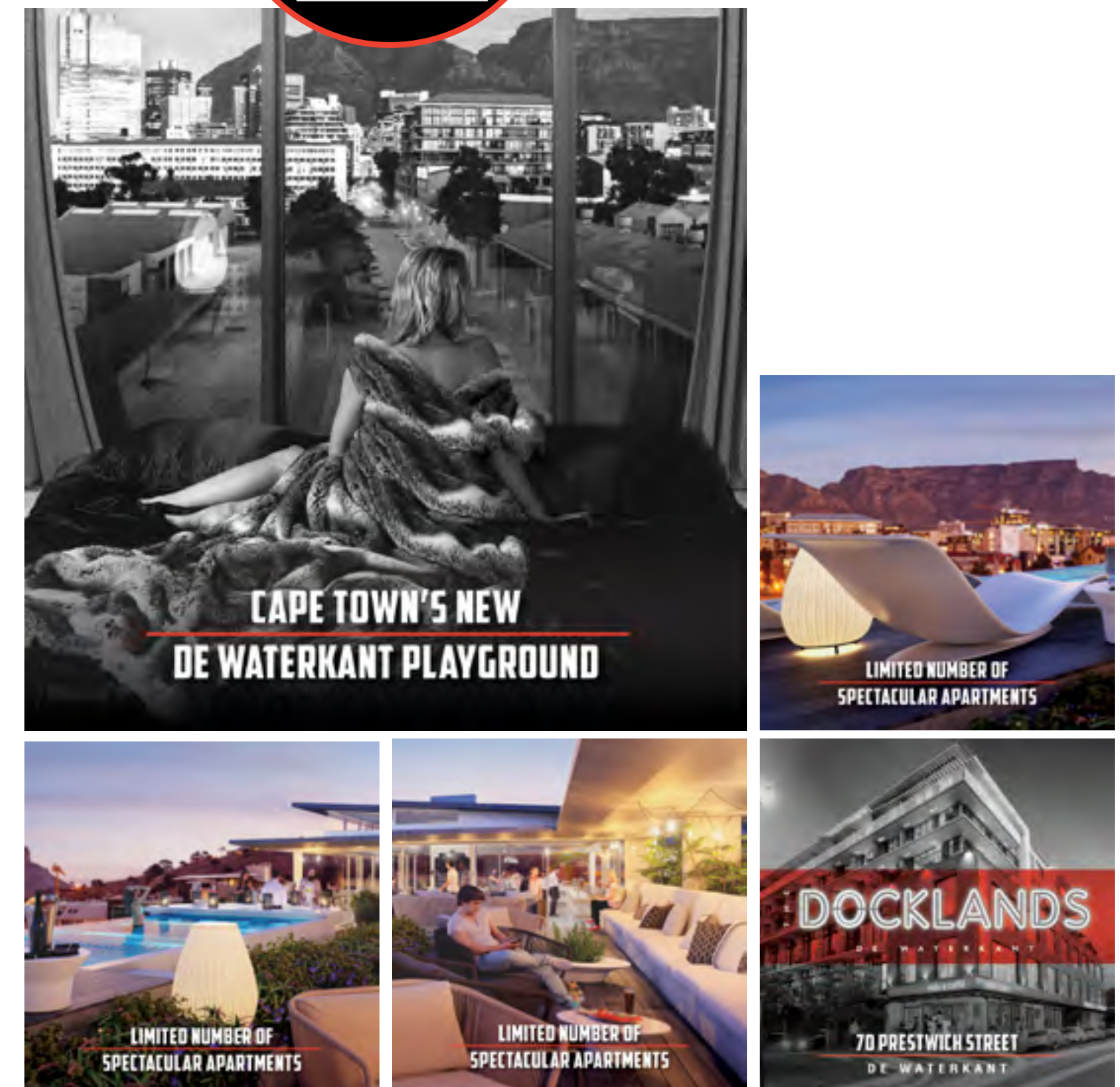
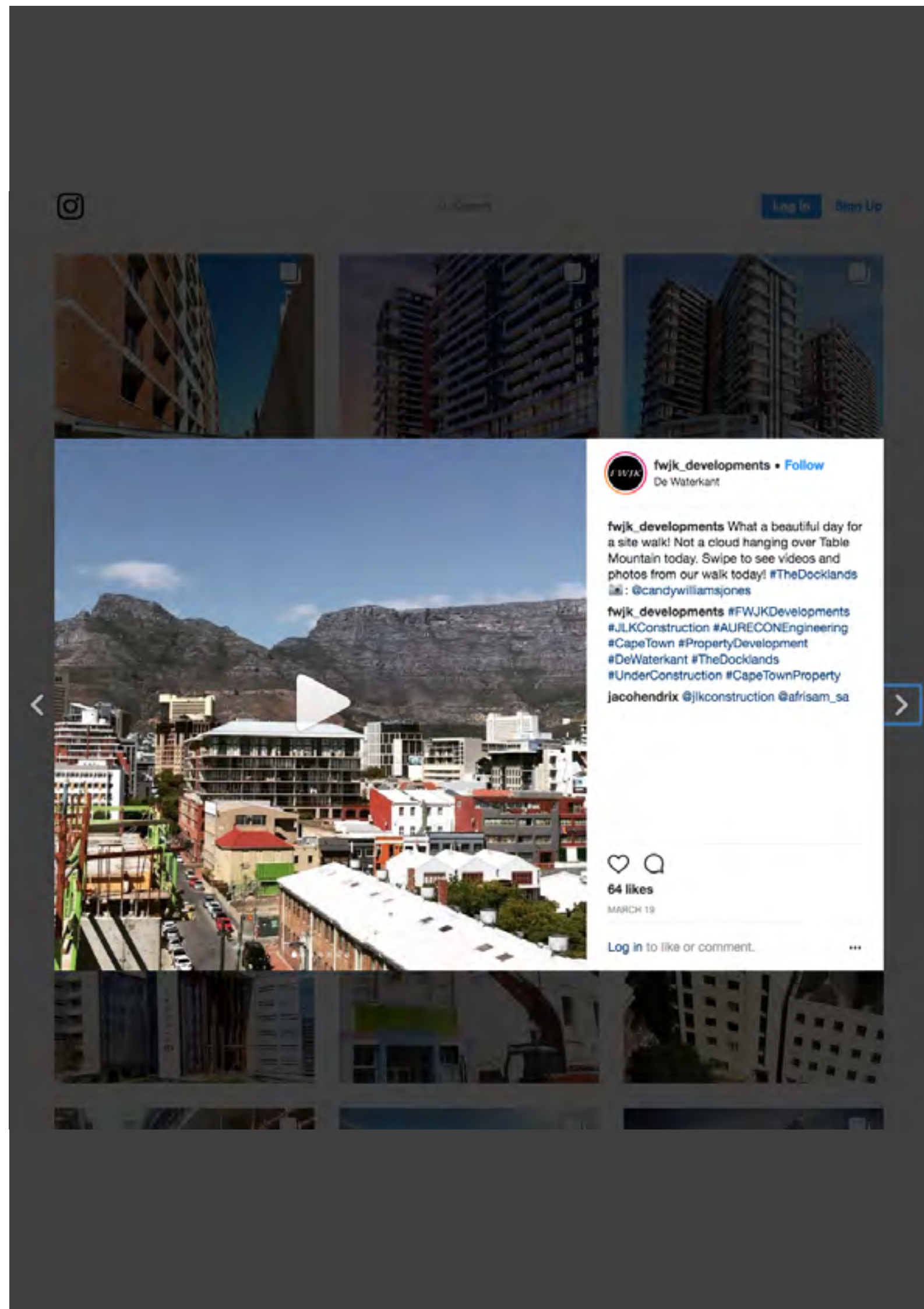
- Facebook
- Instagram
- Twitter





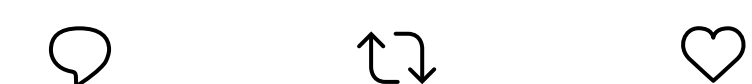
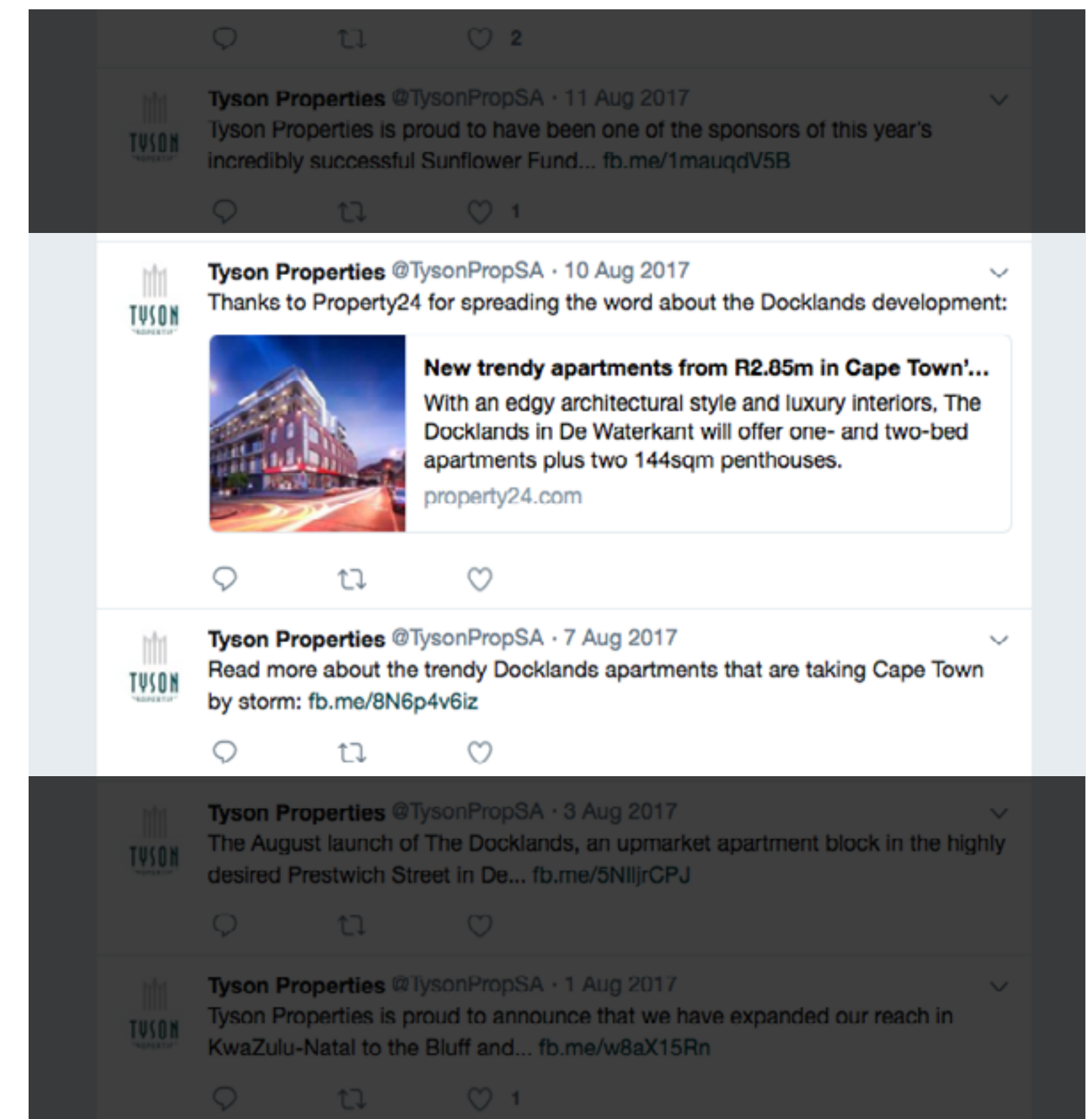
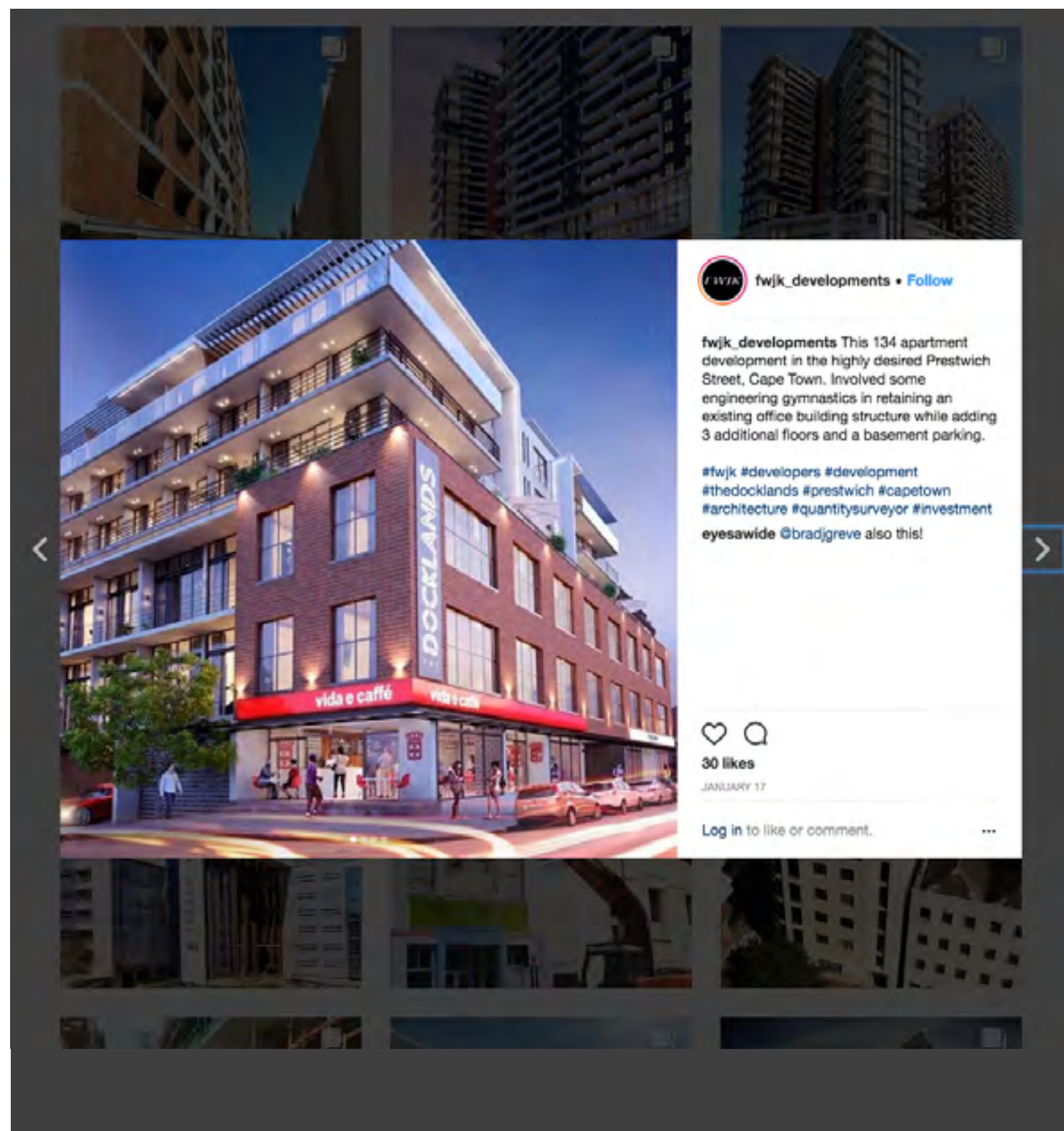
4
continued

Provide up to 5 colour
A4 sized printouts of
social media samples.



4
continued

Provide up to 5 colour
A4 sized printouts of
social media samples.



MARKETING

OF THE DEVELOPMENT



Mini Brochure

5

Provide other forms of adverts including video, poster and online examples.

THE BROCHURE

While we do live in a digital age, we must not underestimate the importance and impact of beautifully printed brochures. **THE DOCKLANDS** high-quality glossy halo brochure and pamphlet have proven to be invaluable marketing tools and incredibly versatile, cost effective, customisable and tells a beautifully aspirational story without limitations to prospective buyers. The printed brochure is a direct form of marketing – reaching our target market without getting lost in the clutter of other ads.

THE DOCKLANDS printed brochure is a perfect representation of the development and lifestyle – worthy of being kept and referred back to at a later date, in turn giving it longevity unlike other online ads or magazines.

Please refer to brochure samples included in presentation



Plans Booklet





MARKETING

OF THE DEVELOPMENT



6

Describe any innovations you used in the promotion of the development.



GOBO LIGHTING

was used to draw attention and promote
THE DOCKLANDS

THE DOCKLANDS' logo was specifically designed on Gobo Lighting and installed on the rooftop of the development. It projected on the streets, surrounding buildings and clouds in **THE DOCKLANDS** vicinity. It became a beacon of retro flair directing interested parties to the development and creating awareness.

We used **First Thursdays** as an opportunity to inform the public about the hottest new development arriving in De Waterkant with the use of the Gobo Lighting in conjunction with informative hand-outs and branded merchandise as well as a guided walk to **THE DOCKLANDS** showroom. The sales representatives became 'guides' who highlighted the vibrant lifestyle on their doorstep.

Potential buyers were invited to the appropriately designed Docklands' showroom, where they were greeted with a glass of champagne and elegant snacks while they flipped through **THE DOCKLANDS'** brochure and browsed the display of A1-sized apartment configurations.

FIRST THURSDAYS

What is First Thursdays?

First Thursdays is the one day of every month when art galleries and cultural events around Cape Town's city centre are open until 9 pm or later. It is a free of charge, public event which allows everyone the opportunity to explore the city on foot and experience Cape Town's cultural wealth.



MARKETING

PLAN

1. Indicate the Marketing Budget and indicate how this was used by use of a Pie Chart or Graph showing percentages of how this budget was apportioned.

Include the following (If relevant): newspaper and magazine advertisements (local press), newspaper and magazine advertisements national or/and international press, any launch parties, banners etc.





MARKETING

PLAN



Indicate the marketing budget and show how this was used by use of a pie chart or graph showing percentages of how this budget was apportioned.

