

# CASE STUDY



WEBB & BROWN-NEAVES 87/81

## HOW A FOCUS ON PEOPLE'S EMOTIONS AND A NEW MARKETING MODEL INCREASED SALES LEADS IN A TOUGH HOME BUILDING MARKET FOR WEBB & BROWN-NEAVES

Webb & Brown-Neaves occupies a clear position in the minds of Western Australians – as a high quality builder of homes built with craftsmanship and style.

But past success does not equal future success, and in 2011/12 the premium home building market was in the doldrums.

To respond effectively, Perceptive Marketing advised Webb & Brown-Neaves to make a step change in the sophistication of their marketing strategy. The company has;

Implemented a content-driven communications strategy that has increased sales leads by 73%, and

Increased the accountability of marketing performance by creating a new model (an "Influence Loop") of consumer and client interactions to measure every stage

The imperative for the strategic marketing process was to find a way to reach people. To overcome objections and entice them into the market. We knew from the latest thinking in consumer decision making is that what people needed to feel is emotional reassurance. In his book, How We Decide, Jonah Lehrer supports with evidence the superiority of emotional decision making

over rational decisions. Research confirms that our instinctive preferences are the ones that deliver contentment.

So creatively, we would provide emotional reassurance through sharing stories of people who have happily built their new homes.

People who have had the courage during uncertain financial times to look beyond the headlines and move on with their dreams.

We produced a high-quality 20 page magazine inserted in The Weekend West and the Sunday Times, which shared stories of people who had built during difficult economic decisions, and were happy they did.



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The shift in strategy was marked:

From a traditional home building advertising strategy trying to reach an audience that wasn't listening



To an emotionally-compelling content-marketing strategy, reaching people with stories that made them feel interested in engaging in the new home market

We wanted to be certain our shift in marketing strategy would have a positive impact on the brand health measures that really mattered – the ones that led to sales growth.

To monitor this robustly, we created an Influence Loop – a way of measuring performance at each stage of the home purchase process. Old marketing models are based on the funnel approach - which sees consumers as recipients of broadcast messages to be pushed through to transaction. But we're not just consumers of messages anymore. We share our messages about brands and their quality of goods and services directly to each other. Our Influence Loop was created on the basis of this a 'whole-of-market' view. Our model demonstrates that the biggest impact on future prospects is the experience of clients who have built with us.

As the results on the loop indicate, the shift in strategy was highly effective. With a very long lead time to sales transaction (from the time clients begin talking to us to signing a contract is typically in excess of 3 months) we are beginning to see the impact on sales now. In fact, June 2013 was our biggest sales months for two years.

