

# DEVELOPMENT BRAND STRATEGY & MARKETING

A Consulting Service from Placematters and Chart Lane



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## Why Brand Development?

In recent years we have seen the emergence of what can be termed “branded development” - developments designed for very specific purposes and marketed to very specific occupiers or targeted groups of consumers.

## What’s Our Offer?

We help developers and their investors to truly understand what they might do with their site or building in the context of its location, local planning policies, market conditions and consumer market trends, to define what the offer or their place will be, be it a single building or a mix of buildings and spaces, who their market will be – occupiers and the market for those occupiers services, and defining what the experience of occupation or visitation will be like before any design work is undertaken.

## The benefits of this approach are:

- Clarity on the market for the development and what needs to be accommodated
- Clarity on the needs of the potential occupiers
- Benefits the occupiers will derive from operating in the location of the development
- The contribution the proposed development will make to the surrounding area
- A rigorous case for the development to be made to the planning authority
- Clarity on the offer enabling targeted and tailored marketing

## Why Hire Us?

- We understand placemaking and what makes great places
- We understand development and the need to create viable propositions with a known and interested market
- We understand how to create a strong place brand identity for developments



## Delivery of the Service

This consultancy service is delivered by Malcolm Allan, MD of Placematters and Ross Sturley, MD of Chartlane.

Malcolm is a qualified planner and development economist with forty years’ experience both, in the UK and abroad.

Ross is a strategic communications consultant with experience in property, regeneration and economic development.