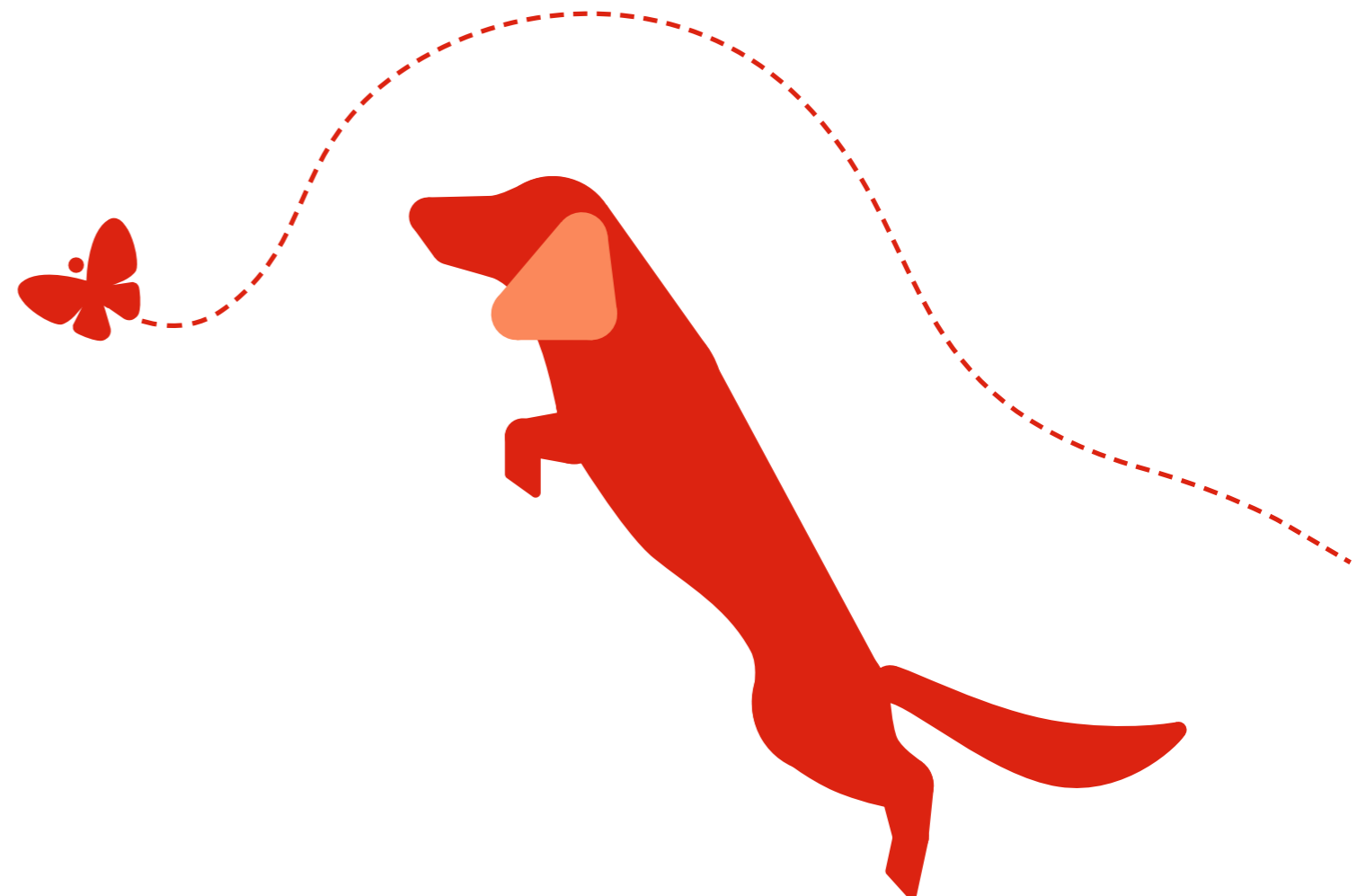


Easymover Concepts

Update – June/July

A presentation by Aylesworth Fleming Limited to
Taylor Wimpey West London



The brief

We are to create a suite of concepts to promote Taylor Wimpey's Easymover scheme.

Easymover works anywhere in the country and you can even move down in price so it is better than part exchange (where you have to move up in value by 30%) BUT the public understand Part Exchange, they don't understand Easymover.

How can we get the message across as to how brilliant this scheme is?

Thoughts

Moving made easy
by Taylor Wimpey

Relax!
We make moving easy

Easymover –
Together every step of the way

5 steps to a simple move

Moving together

Taylor Wimpey –
Making your move easier

Make a 5 star move –
It's easy with Taylor Wimpey

Taylor Wimpey –
The easy answer

Who will liase with your estate agent?

Easy – Taylor Wimpey

Who will monitor your chain?

Easy – Taylor Wimpey

Who can you trust in ensuring you house is sold quickly?

Easy – Taylor Wimpey

The Five Star Dream Team –
Let Taylor Wimpey's five star dream team
make your move easy...

Our team of five star experts will:

Help find you a buyer

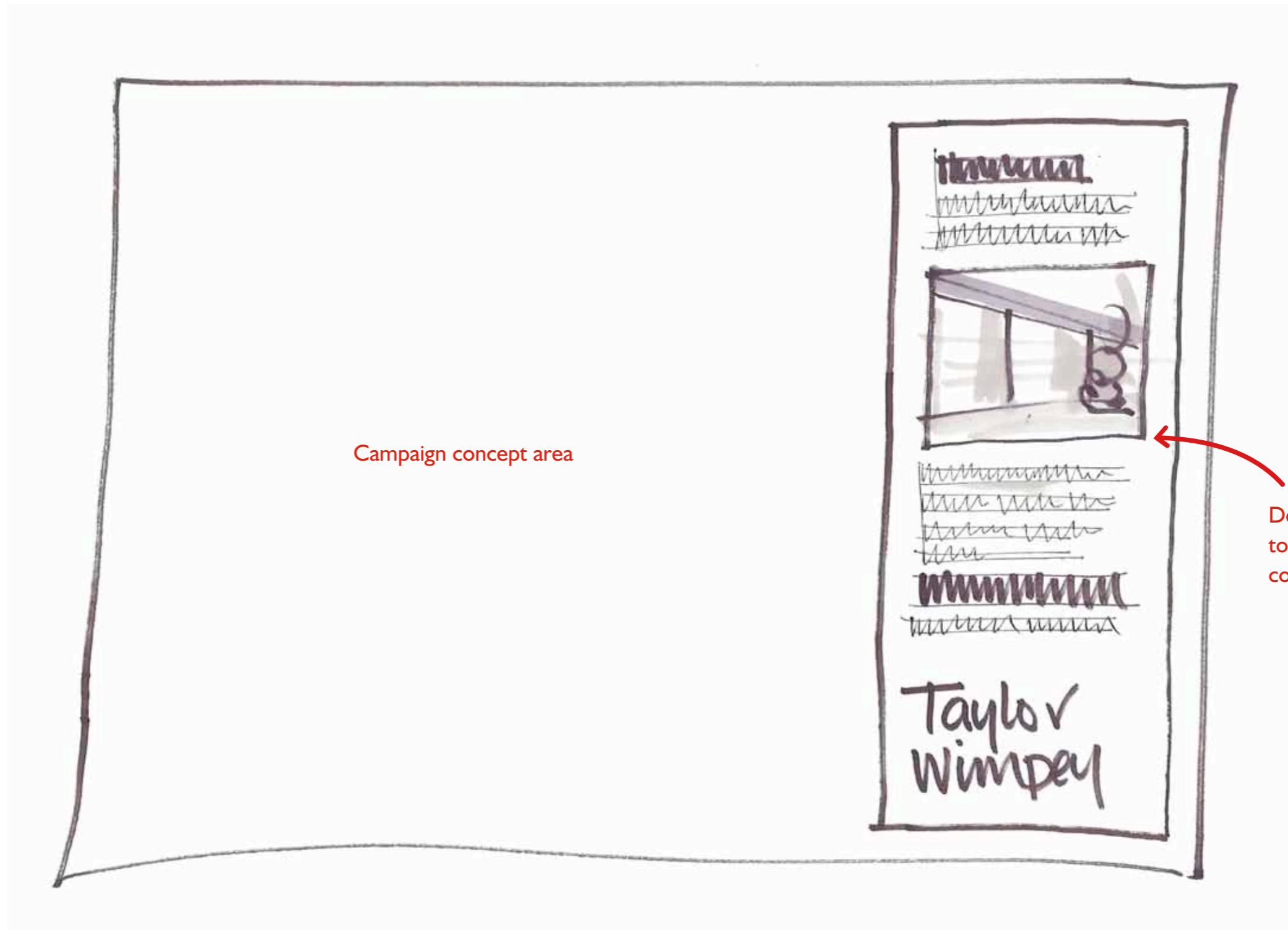
Pack you up and move you in

Pick up the bill - you pay nothing!

Call the dream team. Find a dream home. Enjoy a dream move.

Feel at home with Taylor Wimpey!

Advert frame



Campaign concept area

Development detail to be shown in contained panel.

Concept 1 – Flash Cards

Moving made

easy
is for
easy
Moving without the worry

a
is for
all
It's done for you

s
is for
savings
Save on fees and removal costs

y
is for
YOU!
Simply reserve the home you want

with Taylor Wimpey

Taylor Wimpey

Development Name
Location XX12 3XX
2, 3 & 4 bedroom homes from £123,456

For further information, visit our Sales Information Centre and Showhome, open Monday 1pm–4pm, and Thursday to Sunday 10am–4pm, or contact us now!

0845 000 0000
taylorwimpey.co.uk



Concept allows 'easy' campaign message to be adaptable

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Concept 2 – Easy Balloon



Moving made

easy

- We'll help you find a buyer
- We'll pack you up and move you in
- We'll pick up the bill - you pay nothing

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Produce a series of images (2-3) that could give campaign longevity

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Concept 3 – 5 Star Balloon



**You don't need your head in the clouds
to experience a 5 star move...**

- We'll help you find a buyer
- We'll pack you up and move you in
- We'll pick up the bill - you pay nothing

Taylor Wimpey

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Concept 4 – Recipe



A recipe for an easy move
(by Taylor Wimpey)

Try our simple recipe for a five star rated move...

- Take one team of dedicated home experts
- Fan yourself gently as they help find a buyer
- Add a generous packing and removal service
- Cover the removal in insurance protection
- Savour the moment as they pick up the bill

Taylor Wimpey

Too tasty to be true?
Choose Taylor Wimpey and it's all on the menu!



Development Name
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2, 3 & 4 bedroom homes
from £123,456

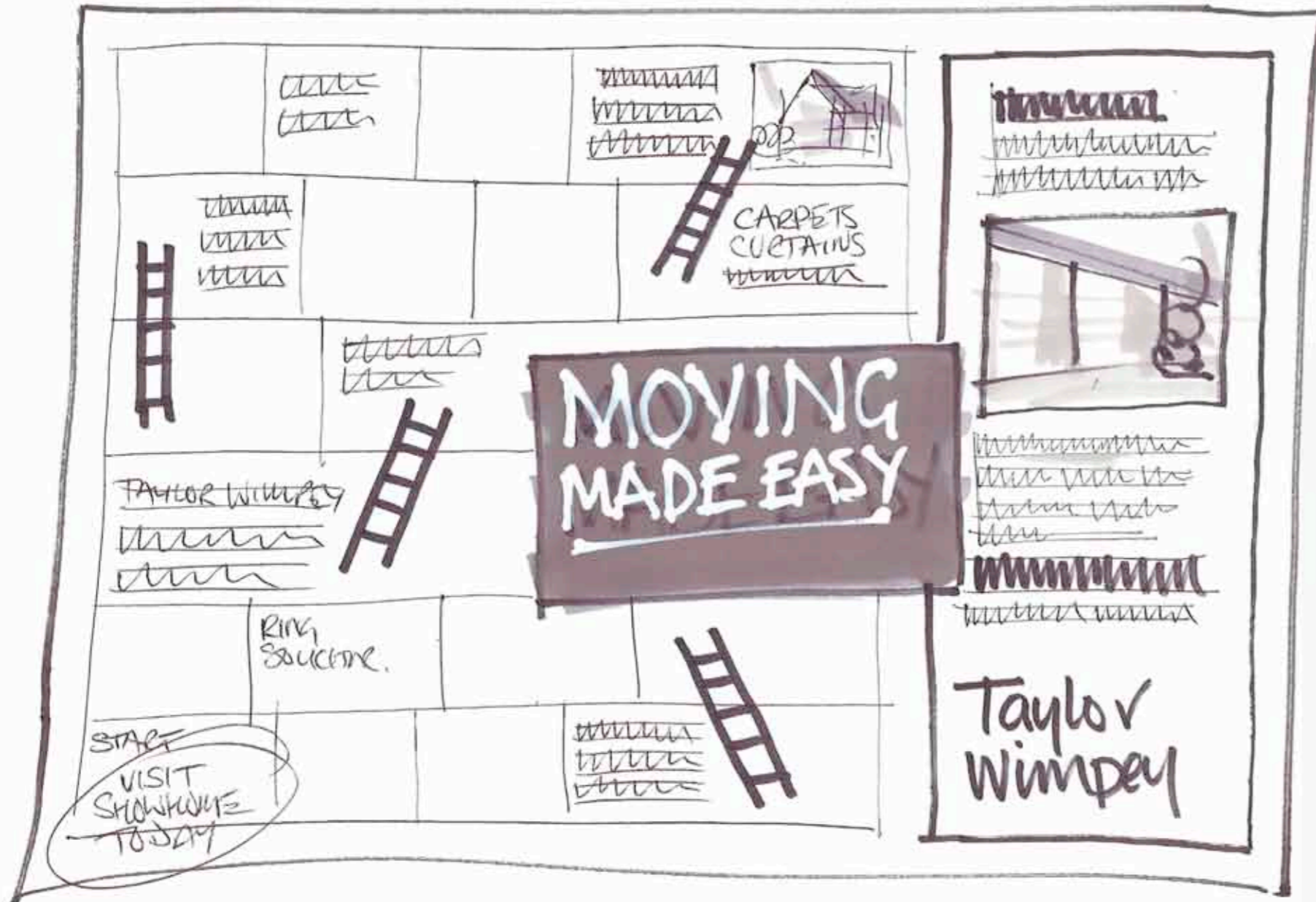
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This concept will need bespoke photography to give a series of scenarios and a range of recipe ingredients.

This campaign will have adaptability to different schemes – PX, FirstBuy etc...

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Concept 5 – Puzzles



A campaign concept that covers a range of puzzles that have been made easy – Snakes & Ladders (without snakes but showing benefits of easymove). Other thoughts include maze, jigsaw, spot the ball etc...

