

“BIG” concepts

(Need a strong opener to show to client. Not sure what Kevin had on the sheet he left with you after suggesting ‘Big’ as a concept.. I’d go with something like):

A BIG STEP...

In one easy move!

Make the BIG MOVE...

In a few easy steps!

(The above would incorporate a punchy approach with a client friendly assurance of help and expert advice.)

Other copy ideas based on ‘BIG’:

(Show home)

THE BIGGEST SHOW IN TOWN!

General ideas:

RIGHT TIME, RIGHT PLACE...

To make your move!

Your future? STEP IN!

A fresh start? STEP IN!

A cherished dream? STEP IN!

Bring your dreams home!

Bring your future home!

STOP DREAMING

START MOVING!

Even if it isn’t humble,

There’s still no place like a Taylor Wimpey home!

(OK – that’s going too far! 😊)