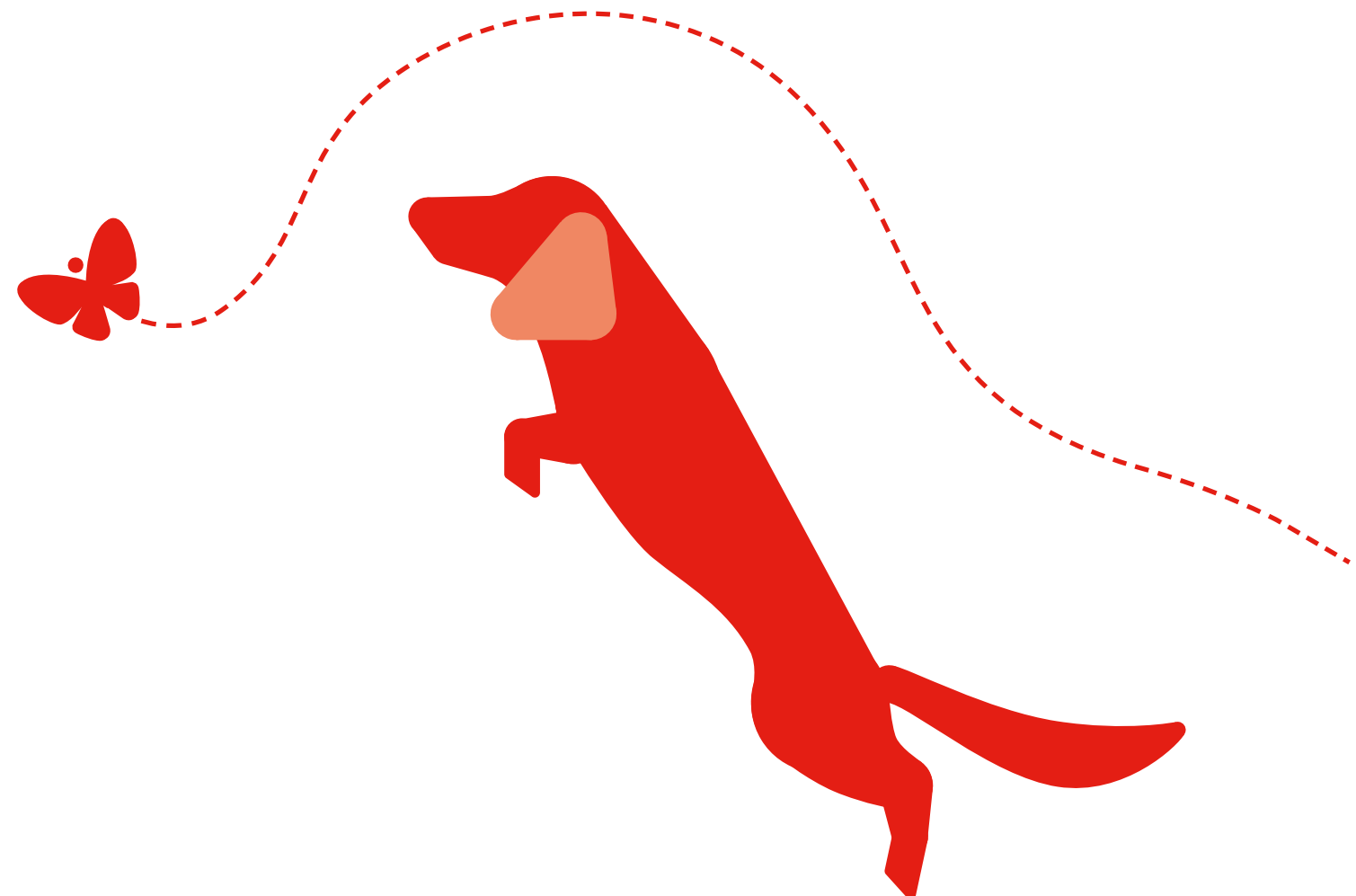


Bryn Newydd Site re-launch styling

A presentation by Aylesworth Fleming Limited to
Taylor Wimpey South Wales



Bryn Newydd

Key thoughts...

1. Highlight proximity to The Mumbles in order to push the idea of exclusivity, social prestige, great location.
2. Push the idea of what this development will be when finished, visually where possible – particularly around the development itself – as opposed to what visitors are seeing while it remains under development.



Creating something special...

A RARE COLLECTION OF BEAUTIFUL HOMES IN A PERFECT LOCATION
ON THE EDGE OF THE MUMBLES

(Copy options)

1. Creating something special...
2. Something special is coming...
3. Imagine...
4. Imagine... your future

(Copy options - interior shots)

1. Stylish
2. Spacious
3. Sumptuous
4. Elegance

(Copy options - view shots)

1. Stunning
2. Timeless
3. Sensational
4. Eternal



Bryn Newydd
Strip Ad styling

Creating something special...

A RARE COLLECTION OF BEAUTIFUL HOMES IN A
PERFECT LOCATION ON THE EDGE OF THE MUMBLES

FOR YOU & YOUR FAMILY!

BRYN NEWYDD
AT
DERWEN FAWR
Swansea, SA2 8EB



Taylor
Wimpey

3 & 4 BEDROOM HOMES FROM £294,995

0845 072 9900

taylorwimpey.co.uk/brynnewydd

Bryn Newydd

2PP A5 Mailer

Creating
something
special...
FOR YOU!



BRYN NEWYDD
AT
DERWEN FAWR
Swansea, SA2 8EB

SPACIOUS & PICTURESQUE

A RARE COLLECTION OF BEAUTIFUL HOMES IN A PERFECT
LOCATION ON THE EDGE OF THE MUMBLES

Bryn Newydd is a stunning collection of sizable, executive 3 & 4 bedroom homes, perfect for downsizing without the squeeze, or for easy family living. This truly stunning location, just minutes from the sea, must be seen to be appreciated. And now you can view Bryn Newydd inside and out as our beautiful Showhome has launched.

Call today to make your personal appointment to view.

Detached 3 & 4 bedroom homes from £294,995

Sales information centre and showhome open 7 days a week 10am - 5pm
After hours personal viewings available

0845 072 9900
taylorwimpey.co.uk/brynnewydd

Taylor
Wimpey

Bryn Newydd

Full page Ad styling
Concept One



BRYN NEWYDD
— AT —
DERWEN FAWR
Swansea, SA2 8EB

Creating something special...

A RARE COLLECTION OF BEAUTIFUL HOMES IN A PERFECT LOCATION ON THE EDGE OF THE MUMBLES

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Our beautiful Showhome has now launched, so you see what is on offer on both the inside and outside of your new home.

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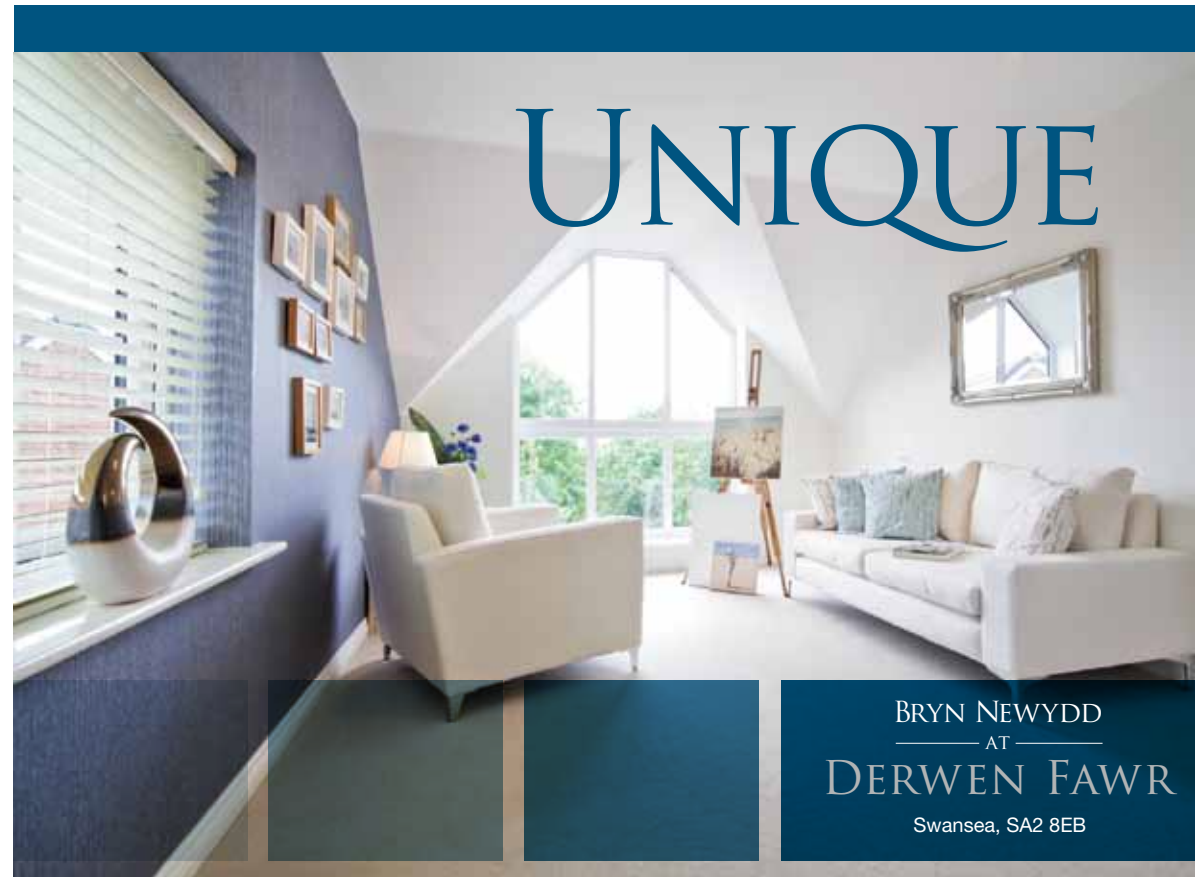
Price correct at the time of going to press. Images show typical Taylor Wimpey homes.



**Taylor
Wimpey**

Bryn Newydd

Full page Ad styling
Concept Two



BRYN NEWYDD
— AT —
DERWEN FAWR
Swansea, SA2 8EB

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taylorwimpey.co.uk/brynnewydd

Price correct at the time of going to press. Images show typical Taylor Wimpey homes.



**Taylor
Wimpey**

Bryn Newydd

Full page Ad styling
Concept Three



Creating something special...

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0845 072 9900

taylorwimpey.co.uk/brynnewydd

Price correct at the time of going to press. Images show typical Taylor Wimpey homes.



**Taylor
Wimpey**

Bryn Newydd
 Maltese cross mailer
 Reveals

1.

Creating something special...

2.

UNIQUE

FOR YOU!

A RARE COLLECTION OF BEAUTIFUL HOMES IN A PERFECT LOCATION ON THE EDGE OF THE MUMBLES

3.

UNIQUE

SPACIOUS

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT ALIQUAM SOLLICITUDIN, NULLA QUIS ALIQUAM

Bryn Newydd is an exclusive collection of sizable, executive 3 & 4 bedroom homes, perfect for downsizing without the squeeze, or for easy family living. Located on the edge of The Mumbles, this truly stunning location offers stunning views and is just minutes from the sea. Our beautiful Showhome has now launched, so you see what is on offer on both the inside and outside of your new home.

Mauris rutrum quam at mauris ultricies sit amet tempus justo vestibulum. Praesent sagittis rhoncus massa, pellentesque convallis justo aliquam sed. Vivamus pharetra, justo a facilisis vehicula, est dui facilisis nisi, a blandit dolor lectus vel libero.

4.

UNIQUE

LUXURY

SPACIOUS

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT ALIQUAM SOLLICITUDIN, NULLA QUIS ALIQUAM

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT ALIQUAM SOLLICITUDIN, NULLA QUIS ALIQUAM

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT ALIQUAM SOLLICITUDIN, NULLA QUIS ALIQUAM

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT ALIQUAM SOLLICITUDIN, NULLA QUIS ALIQUAM

BRYN NEWYDD
 DERWEN FAWR
 GERMANS, SAZ 95B

5.



UNIQUE

LUXURY

SPACIOUS

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT ALIQUAM SOLLICITUDIN, NULLA QUIS ALIQUAM

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Bryn Newydd
Maltese cross mailer
Inside and final view



LUXURY



UNIQUE

LOREM IPSUM DOLOR SIT AMET,
 CONSECTETUR ADIPISCING ELIT ALIQUAM
 SOLLICITUDIN, NULLA QUIS ALIQUAM

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SPACIOUS



PICTURESQUE



BRYN NEWYDD
 AT
DERWEN FAWR
 Swansea, SA2 8EB

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam sollicitudin, nulla quis aliquam hendrerit, velit dolor ullamcorper massa, ac tristique lorem elit eget eros. Quisque ornare scelerisque tristique. Quisque vulputate leo nulla, ac porta purus. Nunc at volutpat dolor. Mauris rutrum quam at mauris ultricies sit amet tempus justo vestibulum.

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0845 072 9900
 taylorwimpey.co.uk/brynnewydd

Bryn Newydd

Taylor Wimpey

Mailer could be adapted to hold DVD



Bryn Newydd

On-site panels



Before



After

Bryn Newydd
Showhome entrance



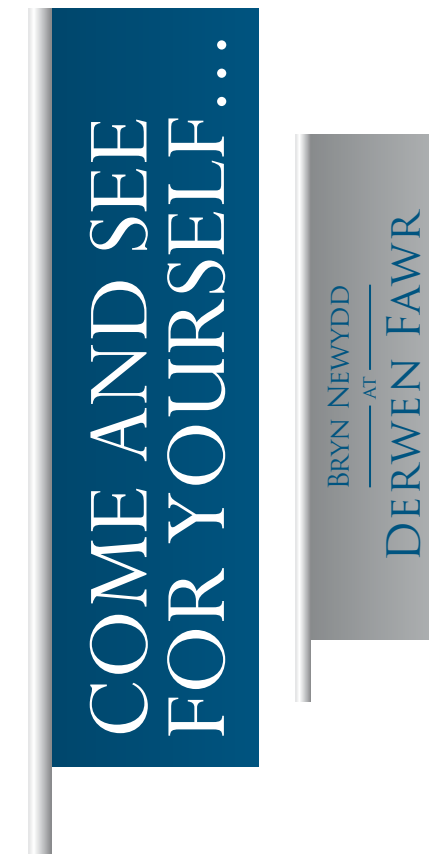
Bryn Newydd

Static flag panels



Bryn Newydd

Site entrance static flag panels



Flag panel sequence

Bryn Newydd
Entrance stackboard

Taylor Wimpey

Welcome to

BRYN NEWYDD
AT
DERWEN FAWR

A RARE COLLECTION
OF BEAUTIFUL
3 & 4 BEDROOM HOMES
IN THE PERFECT
LOCATION ON THE EDGE
OF THE MUMBLES

SALES INFORMATION CENTRE
AND SHOWHOME OPEN
7 DAYS A WEEK 10AM – 5PM


0845 072 9900

taylorwimpey.co.uk/brynnewydd

Stackboard - 1

Taylor Wimpey

WELCOME



BRYN NEWYDD
AT
DERWEN FAWR

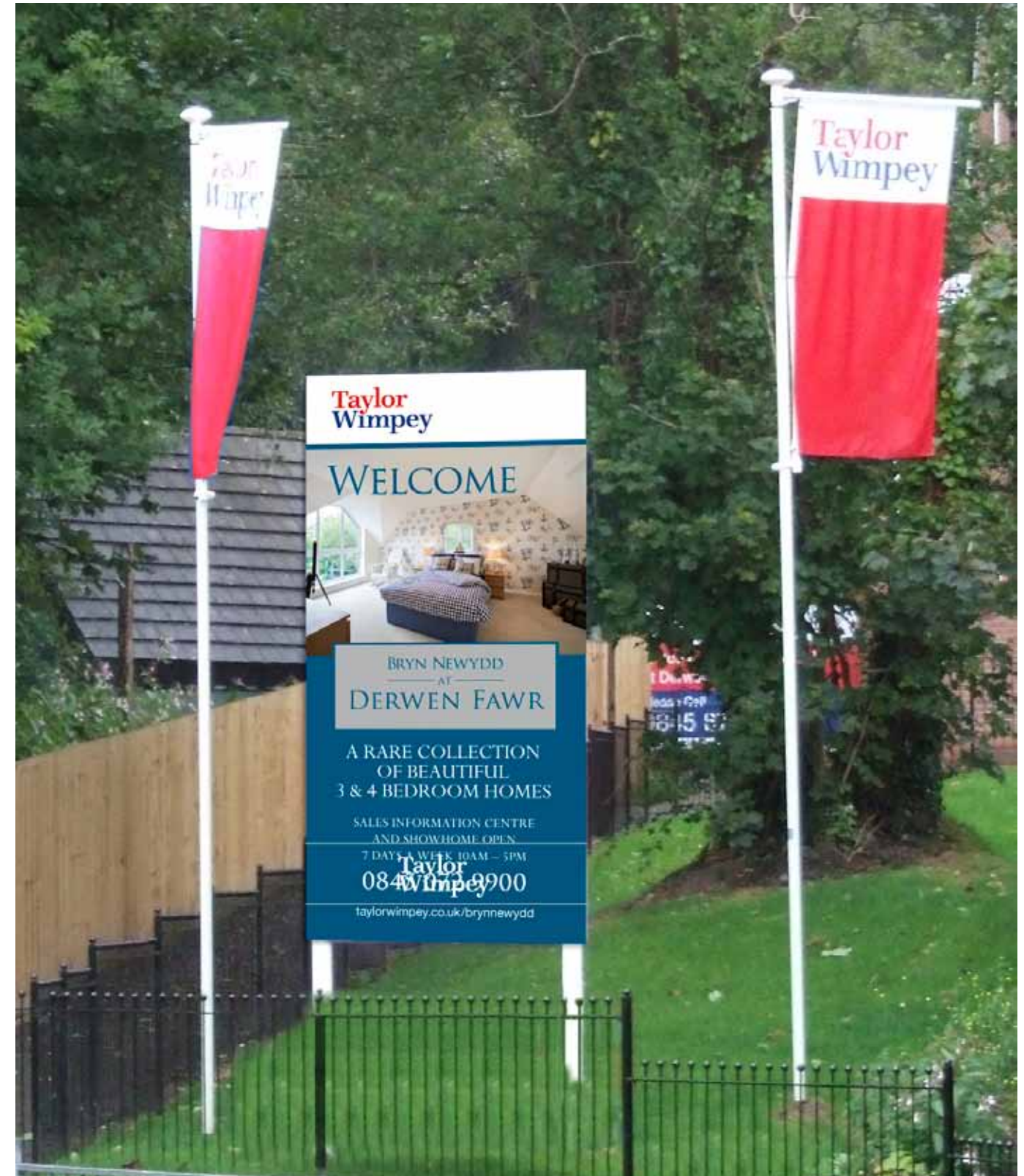
A RARE COLLECTION
OF BEAUTIFUL
3 & 4 BEDROOM HOMES

SALES INFORMATION CENTRE
AND SHOWHOME OPEN
7 DAYS A WEEK 10AM – 5PM

0845 072 9900

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Stackboard - 2



Bryn Newydd

On-site signage



Taylor Wimpey

Welcome to

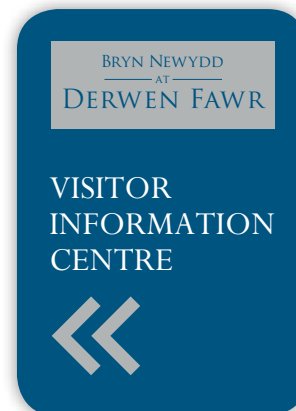
BRYN NEWYDD
— AT —
DERWEN FAWR

SALES INFORMATION CENTRE
AND SHOWHOME OPEN
7 DAYS A WEEK 10AM – 5PM

0845 072 9900

taylorwimpey.co.uk/brynnewydd

Welcome panel



BRYN NEWYDD
— AT —
DERWEN FAWR

VISITOR
INFORMATION
CENTRE

◀

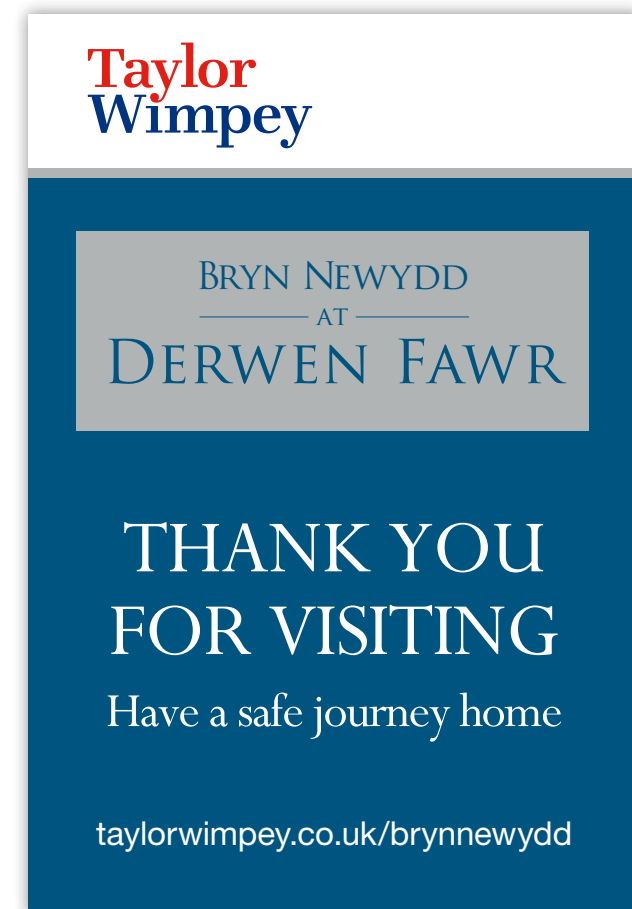


BRYN NEWYDD
— AT —
DERWEN FAWR

VISITOR
INFORMATION
CENTRE

▶

Swingboard



Taylor Wimpey

BRYN NEWYDD
— AT —
DERWEN FAWR

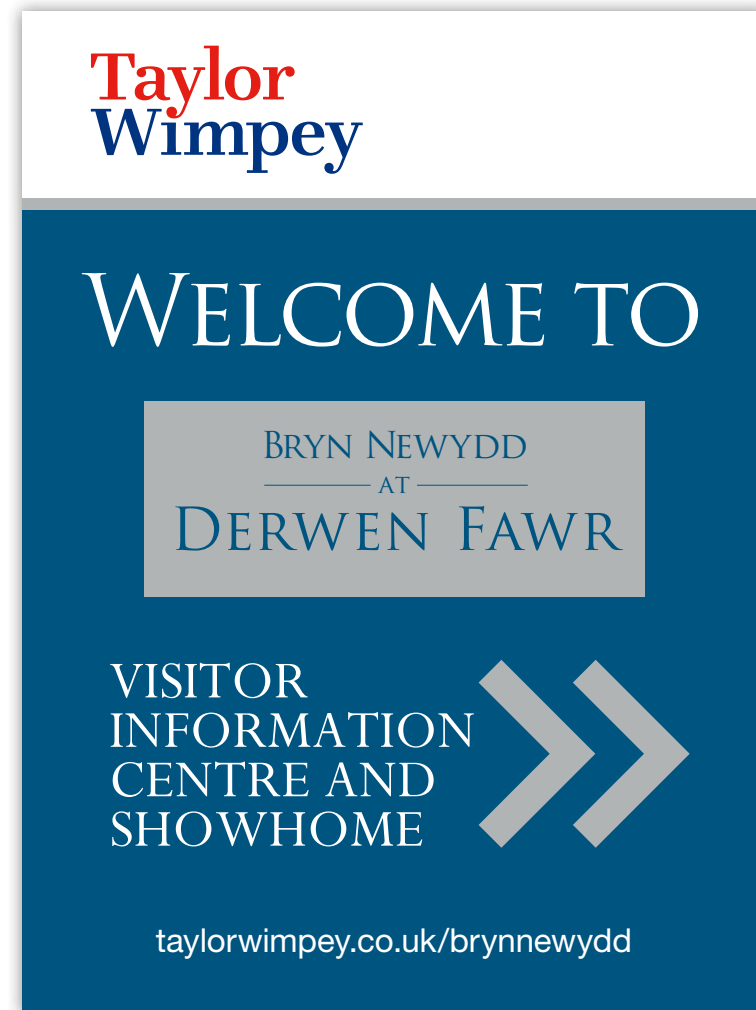
**THANK YOU
FOR VISITING**

Have a safe journey home

taylorwimpey.co.uk/brynnewydd

Thank you panel

Bryn Newydd
On-site signage

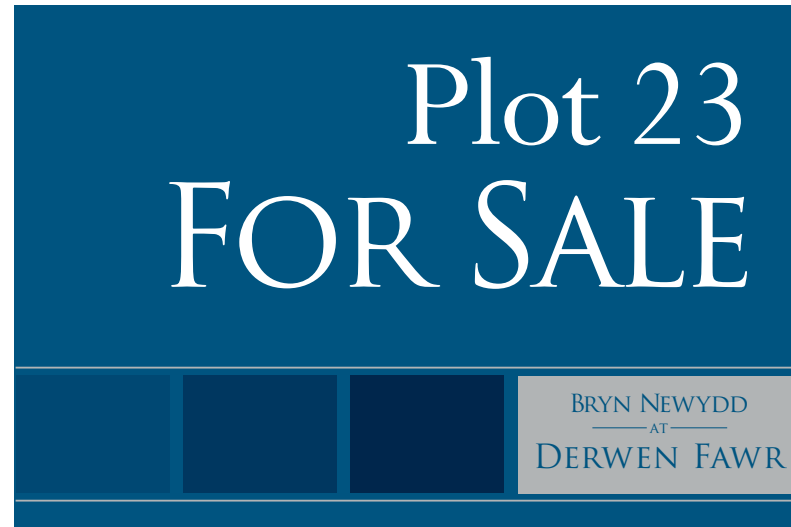


Welcome sign - footpath and car park entrance



Caution sign

Bryn Newydd
On-site signage cont'd



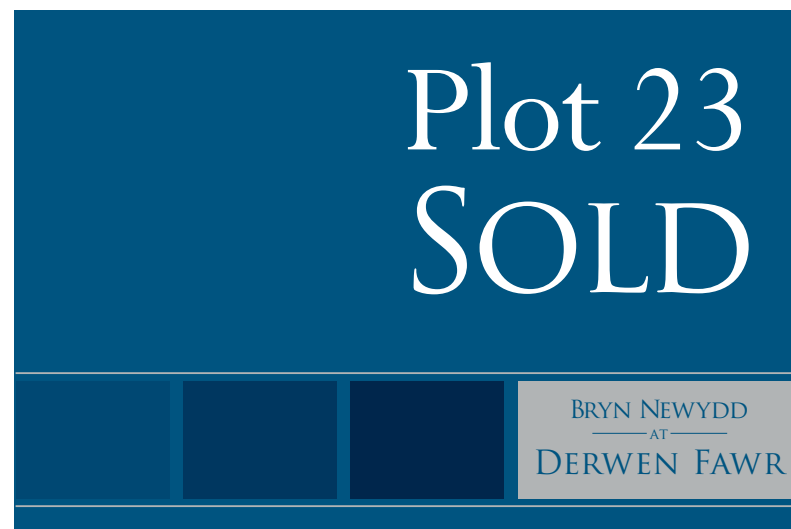
Plot Board – For Sale



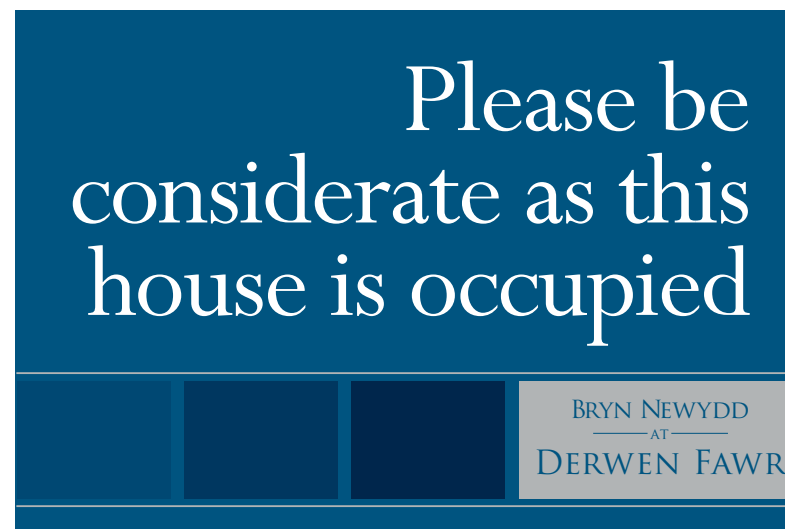
On-site signage - 1



Finger arrow boards



Plot Board – Sold



On-site signage - 2

Bryn Newydd
Choices unit



Choices unit

Bryn Newydd

Sales information centre door sign

Taylor Wimpey

Your Sales Executive is on site and will return at this time

BRYN NEWYDD
AT
DERWEN FAWR

taylorwimpey.co.uk/brynnewydd

Door sign 1

Taylor Wimpey

SORRY,
but we have had to close this Sales Office temporarily.

For further information please call:

We apologise for any inconvenience this may have caused

BRYN NEWYDD
AT
DERWEN FAWR

taylorwimpey.co.uk/brynnewydd

Door sign 2

Taylor Wimpey

SORRY
We are currently closed, but will re-open at

BRYN NEWYDD
AT
DERWEN FAWR

taylorwimpey.co.uk/brynnewydd

Alternative

Bryn Newydd

On-site signage cont'd



Welsh slate house numbers



Monoliths

Bryn Newydd

DVD storyboard



1) This will be a graphic from your new creative, background colour will be its bespoke colour, development name, area and availability all animated and smoothly fading in. 10 - 12 seconds duration.

Graphics fade out.



2) Long shot time lapse of the sun rising over the bay from the promenade in front of the development. 3 hours of sun rising sped up to 15 seconds.

Time lapse slowly fades out.

3) Pull focus medium close up shot of



The Mumbles sign. 6 seconds duration.

Fade into next shot.



4) Tilt shot of The Mumbles high street. 7 seconds duration.

Graphic overlay over the bottom of the shot with text describing the close proximity of the development to The Mumbles.

Fade into next shot.



5) Pan shot of the view at Bracelet Bay, The Mumbles. 10 seconds duration.

Fade into next shot.



6) Pull Focus Tilt shot of the sign of the Clyne Valley Country Park. 5 seconds duration.

Fade into next shot.



7) Tilt shot of a medium long shot of the walk ways of the Country Park right next to the development. Add in footage of Swansea Marina

Graphic overlays over the bottom of the shots with text describing their close proximity to the development.

Fade into the next shot.



8) Tilt shot of a long shot of the showhome and development from the bottom of the road, looking up the pathway leading to the front of the showhome and the green open space. 8 seconds duration.

Graphic overlay over the bottom of the shot with short copy describing the development.

Fade into next shot.

Bryn Newydd

DVD storyboard cont'd



9) Pan of a medium shot from the green open space and homes that are finished, in front of the show home. 6 seconds duration.

Fade into next shot.



10) Close up with the front door of showhome open, tilt shot from the welcome mat going up into the show home hallway. 5 seconds duration.

Fade into next shot.



11) Pull focus medium shot of the living room. 8 seconds duration.

Graphic overlay over the bottom of the shot with short copy about the high quality of home on offer.

Fade into next shot.



12) Pan medium close up from left to right, showing the kitchen/dining area. 9 seconds duration.

Graphic overlay over the bottom of the shot with short copy about Taylor Wimpey Choices.

Fade into next shot.



13) Tilt medium close up from the floor up to the lighting in the dining room. 7 seconds duration.

Graphic overlay over the bottom of the shot with short copy about all the living space on offer.

Fade into the next shot.



14) Pull focus close up of looking down the 3 storey stair case. 6 seconds duration.

Graphic overlay over the bottom of the shot with short copy about the benefits of 3 storey living.

Fade into the next shot.



15) Pan medium close up of bedroom 2. 7 seconds duration.

Graphic overlay over the bottom of the shot with short copy about the spacious bedroom space.

Fade into the next shot.



16) Extreme close up with pull focus of the features in the family bathroom. 6 seconds duration.

Graphic overlay over the bottom of the shot with short copy about spec of the homes.

Fade into the next shot.

Bryn Newydd

DVD storyboard cont'd



17) Tilt medium shot of the master bedroom, then cutting to a full focus shot of the views from the large window. 11 seconds duration.

Graphic overlay over the bottom of the shot with short copy about the location of the homes and views.

Fade into the next shot.



18) Pan medium shot from left to right of the second floor living space with views. 11 seconds duration.

Graphic overlay over the bottom of the shot with short copy about the location of the homes and views.

Fade into the next shot.



19) Tilt long shot of the garden, coming from the bright sky down into the garden, from the house looking to the back of the garden and the nice decking area. 10 seconds duration.

Graphic overlay over the bottom of the shot with short copy about the gardens and the decking areas available.

Fade into the next shot.



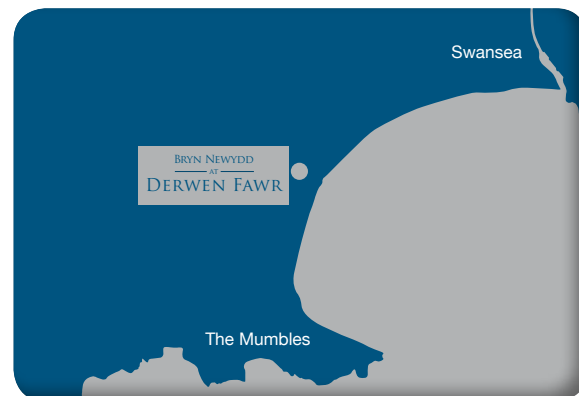
20) Long shot time lapse of the sun setting over the bay from the promenade in front of the development. 2 hours of sun rising sped up to 15 seconds.

Time lapse slowly fades out.

Fade into the next shot.



21) Graphic fades in using the new creative, all animated, with the Bryn Newydd logo and location.



22) Images fade to map - zoom logo to centre screen followed by call to action, availability etc...

15 seconds duration.



END.



Music - we will compose a bespoke music track to suit the target market of this development by our in house Audio team, this will run throughout the video.