

Notes:

Dave has changed the look of this POS campaign so that the previously austere, corporate look, is replaced by a much softer design in various colours, created to reflect better the state of mind of a person whose thoughts are concerned with a new home, it's colours, etc. – and who need to be reassured that Taylor Wimpey understands and is sympathetic to this frame of mind; and can help.

The choice of colours is also designed to help create a relaxed, optimistic and informal atmosphere – following the “less stress” theme.

The copy has been rewritten to be far more visual: heavy blocks of text have been broken up; key points have been turned into visual hooks (questions or intriguing lead-ins, designed to keep the eye following the message); and headlines have, where possible, been turned into reassuring self-contained messages, easily absorbed with just a glance: e.g., “Trust – built on experience” and “Choice – it's all yours”.

The combination of these two approaches should work to maximum effect in a POS context, where a person's attention will be less focused and where first impressions need to be fast and effective – often working subliminally as well as consciously.

With regard to the Community Gain Board, a title like “Growing together” is specifically designed to create the impression of community as family, growing (closer) together, as well as growing in numbers. This is calculated to act as a positive and “non-defensive” defence against some of the negative thinking about new build.

Left wall – copy options:

(Home energy graphic panel – based on platform as page 10 of XTAH066))

1.

Why should you... buy new?

New homes help the environment and save you money.

One fifth of the energy is required to heat a modern Taylor Wimpey home than was... (as below).

2. (visual approach – recommended for POS)

Buying new saves...

One fifth of the energy

is required to heat a modern Taylor Wimpey home than was required to heat the same type of home built in the 1930s; and one third of the energy of a similar home built as late as the 1980s – so buying new helps the environment.

A small fortune

in energy and maintenance costs could be saved thanks to highly efficient heating systems, double glazed doors and windows and superior insulation – so buying a superbly designed new home saves you money.

Research* shows

that if you are serious about reducing your energy bill and doing your bit for the environment, you really should consider a new home. It's that simple.

*A research study by National Energy Services.

(NES box 1) (NES box 2)

Disclaimer

Back wall.

(Choices graphic panel – based on platform as page 10 of XTAH066)

1.

A good choice...

2.

Good choice!

3.

Your home, your choices...

4.

Your vision, your way...

Your brand new home is a blank canvas just waiting to reflect your vision, your way. And *Taylor Wimpey Choices* offers those special finishing touches that really make your new house a home.

Buying a new home means a genuine new start, tailor-made for you, by you. It means not having to put up with other people's bad choices and design ideas... Or having to pay thousands just to get rid of them and start again.

Plus – our team is on hand to help. So it's easy!

From fabulous fabric, stunning kitchen options and bathroom finishes to carpets that complement – the choice is yours.

Right wall.

(TW History – based on platform as page 16 of XTAH066)

(logo) Taylor Wimpey

1. Our knowledge lets you choose
2. Taylor Wimpey...
Our knowledge lets you choose
3. Expertise based on your needs...
4. Experts who listen to you...
5. Taylor Wimpey... Experts who listen
6. Helping you to be independent
7. Taylor Wimpey... Putting you in charge
8. Putting you first...
9. A bit about us... & a bit about you

Trust – built on experience

Taylor Wimpey has 125 years' experience of providing quality homes tailored to every taste and budget. One of the UK's largest house builders, our success is a direct result of our dedication to building quality new homes with you in mind. From the start, we'll give you more choice, more help and support, and more opportunity to make a money-saving move to a newly built house that you'll want to call home.

Plus, because your new home comes with a ten-year NHBC structural warranty, you get peace of mind too!

Choice – it's all yours

Our wide range of irresistible home designs ensures you'll find exactly what you want – not to mention our amazing offers, available to help make your move as hassle free as possible.

Style – you've got it!

The beauty of buying with us is being free to choose all those little details that help turn your new house into your home. From door handles to kitchen units, you can select from a range of high-quality fixtures and finishes – adding those final touches that make it truly yours.

Welcome clock

(based on platform as page 23 of XTAH066)

1.

Yours sales executive will be back for a brew and a chat at this time

2.

Your sales executive will be back for a chat at this time

3.

Closed doors annoy us too!

But we'll be back for a chat at this time

...See you then!

4.

Sorry we're out right now. The kettle will back on at

...See you then!

5.

Happily we make homes worth waiting for. Please pop back at

6.

The good news is that we make homes worth waiting for. Pop back at

Community gain board

(based on platform as page 36 of XTAH066)

1.
Growing together...
2.
A place to be proud of...
3.
Community spirit...
4.
A good place to call home...
5.
Home + Neighbourhood
=Community

It's as simple as a, b, c. And that's why Taylor Wimpey is doing more than just building a stunning range of new homes at XXX (as stats per development).

Testimonials : What our customers say...

(To be taken from approved customer testimonials from the TW website.)

What our customers say...

Taylor Wimpey customers are the reason we enjoy the reputation and success that we do. By building homes with you in mind, to suit your needs, and which allow you the freedom to make your own choices and make your home your own, we have received a steady stream of feedback from homeowners that we both appreciate and take inspiration from.

People from different age groups, at various stages of life, with unique hopes and plans for the future, have all benefitted from Taylor Wimpey's philosophy and have been kind enough to let us know.

This space is dedicated to those customers. You will find here a small sample of the feedback we have received from customers who came to us when searching for a new home and who are today happily living the lives they chose to build together – with Taylor Wimpey's experience and expertise to help get them started.