

## How do you create a successful new brand for a major regeneration project in today's economic climate?



### Client's key aims and objectives

- The client, Canmoor Developments, acquired the former Aldwych House in Reading, a prime office site located opposite Reading railway station
- Planning consent obtained for a new Grade A office building of just over 100,000 sq ft, with on-site car parking
- A high specification office building in the UK's fastest growing business location, Reading
- Part of the major regeneration of Reading which aims to turn the city into the UK's main business hub outside of London

### Background

Canmoor Developments is on-site in a number of prime locations and has a current programme of 500,000 sq.ft. with a similar commitment in the next financial year. The schemes vary from speculative developments to pre-sold and pre-let opportunities. Remedy is advising Jeremy Bates, Head of Commercial, at Savills, the letting agent for this development, on the creative design for this marketing campaign.

### Remedy's approach

Remedy created the exciting and contemporary brand positioning R+, based on the market opportunities that Reading can now provide. We reviewed their brand strategy, vision and values and created a new visual identity. We generated an eight week awareness marketing campaign to stimulate the market, a letting brochure with slip case, website and large on-site graphics to catch the local footfall from Reading station.

### The results

In a tough economic climate we created a highly successful marketing campaign generating awareness of this prime office location in Reading.

"What has been particularly pleasing is the first-class, attentive service we always receive, often working to tight timescales and adhering to budgetary constraints."

Jeremy Bates,  
Head of Commercial  
Savills

