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Gritti Partnership plc

Why national or brand advertisers have been reluctant to use classified media as an advertising medium to date?

Gritti Partnership

- Predominately a classified agency
- Clients span the classified sectors of property, travel, publishing, finance and fashion
- Full service marketing agency with departments specialising in production, PR, advertising, media, digital services, and branding

Why national or brand
advertisers have been reluctant
to use classified media as an
advertising medium to date?

So where does an agency start to
build brands/plan advertising

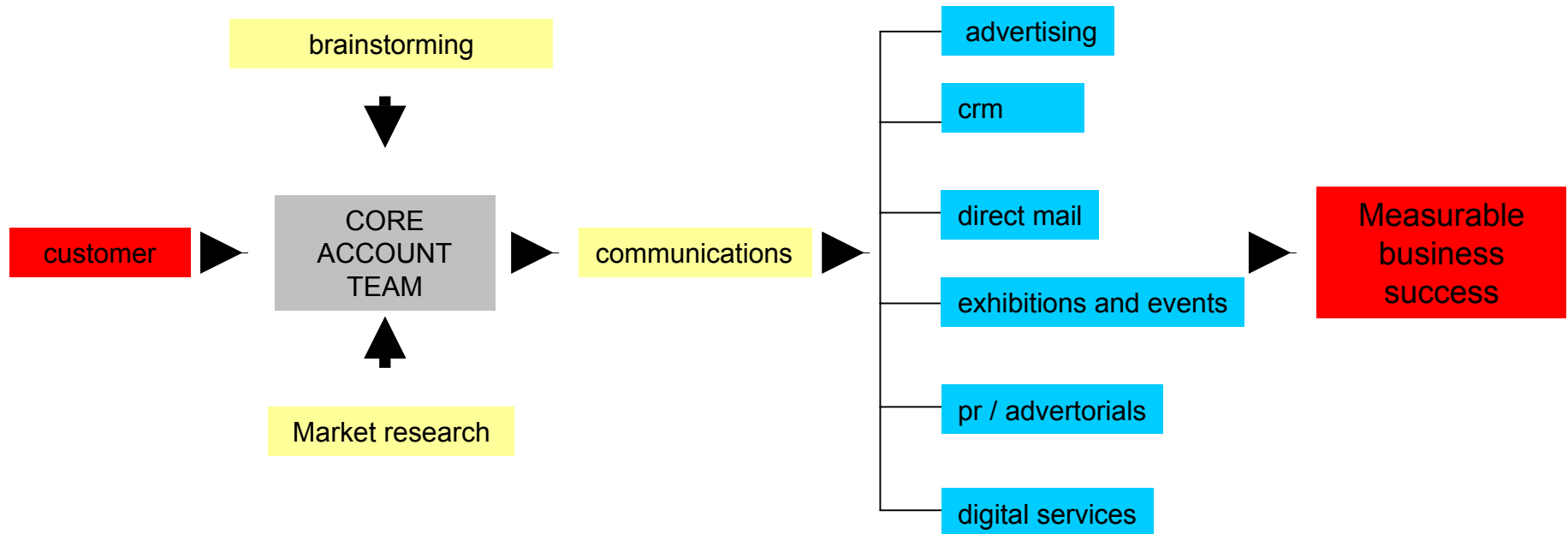
Mystery of the media agency

- **Who?**
 - ✓ What is the brand audience and how can we best define them?
 - ✓ Can media refine the definition?
 - ✓ Can media be the audience definition?
- **How, when and where?**
 - ✓ How should we reach our audience? Which media do they prefer and how do they consume it?
 - ✓ How does each medium interact or relate to another?
 - ✓ How many people do we need to reach and how often?
 - ✓ When, where and under what circumstances do they consume these media?

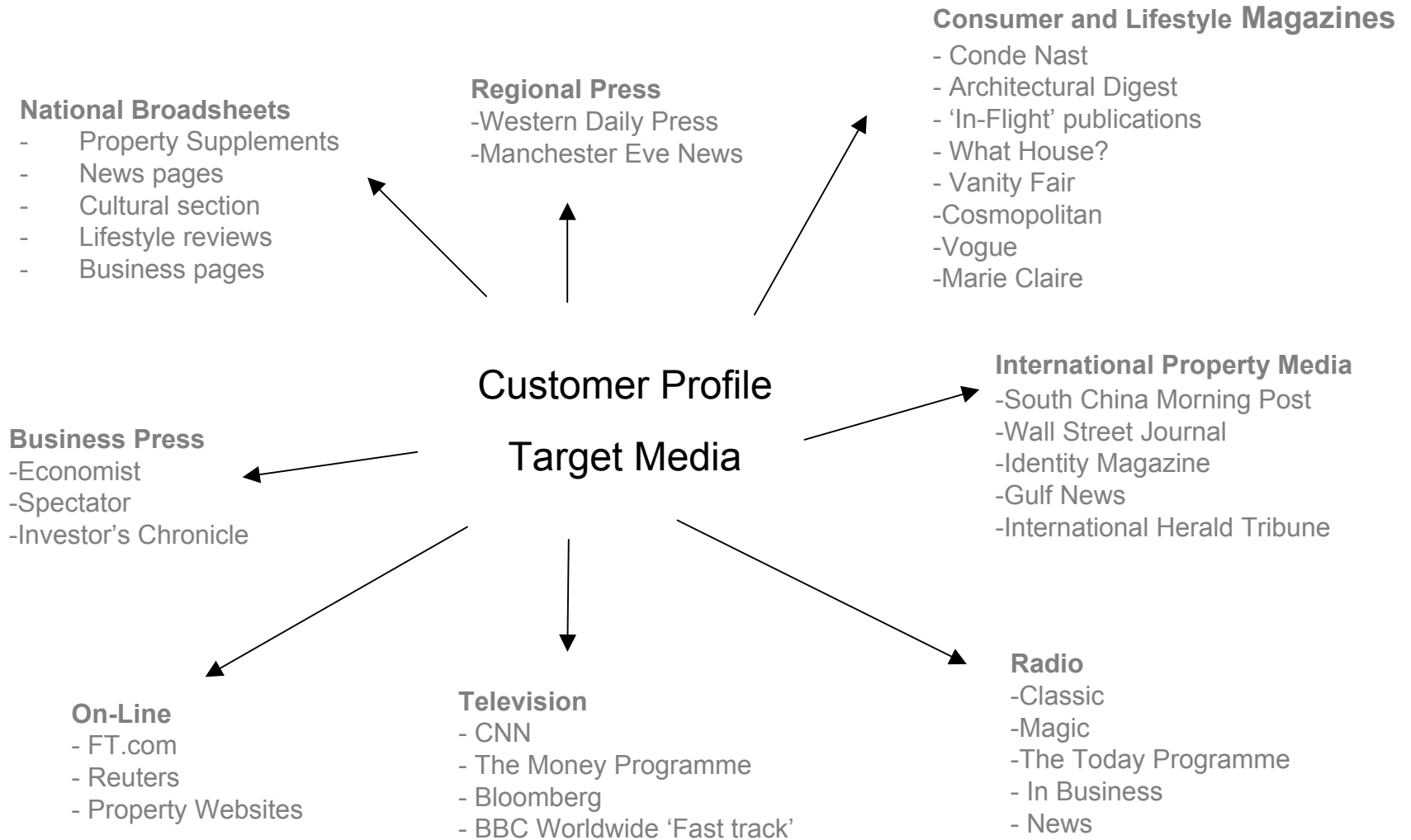
Changing media landscape

	1982	1999
Commercial TV stations	1 —→ 100+	
Commercial radio stations	28 —→ 200+	
Consumer magazines	1,300 —→ 2,600+	
Business magazines	2,000 —→ 5,400+	
National daily and Sunday papers	21 —→ 21	

Our approach



Media Vehicles?



Problems you will encounter

- Lack of understanding from the agency of the classified sector.
- Some agencies just don't want to understand.
- You don't work off their common denominator for calculating audience reach.
- More often than not the person you sell to is not the person who makes the final decision.
- TV is the 'holy grail' of brand/national advertising.
- Time spent in planning such a strategy, usually lengthy title list.
- Lack of understanding your brand, its worth and how to utilise it.
- Creative.
- Research.
- Knowing how to communicate with the agency.

Can the classified market increase its share of brand/national advertising?

- If you encounter resistance from media agencies ignore it. Go to the client direct.
- If they have answered the question asked previously then you should have the information to go direct to the client.
- Do not be affraid of the agency. They should research all possible communication routes.
- Value *your* brand. It has real value and if you are convinced it can add value to the clients brand then go for it.
- Recommend that to build your section with national brands that you start with an agency that understands the classified marketplace

Preparation

- Think what can my brand do for your brand? Know what you have in your product.
- You have an established brand with real value.
- You must realise your brand values before you can successfully sell to another.
- Classified is an unknown quantity for most agencies/national advertisers.
- Can you prove that your brand can assist in increasing sales for my brand?
- You should already know and if not establish quickly who, how, where and when the client is advertising to.
- Remember classified is an established sales market.

What is a brand?

- A brand is a reflection in the way the company visually represents itself
- But a brand is also the way the company talks about itself
- The channels the company uses to talk to its audiences
- Philosophy and practice behind investment decisions
- Responsiveness to developments in the marketplace

Your brand

- Most clients and agencies should know of your brand but probably will not know it's value. It is not just about the circulation numbers any more.
- It is not just simply about selling advertising space. This is not your brand value. You have invested a lot of time and energy in building a relationship with your customer.
- You are one of the few mediums that can reach the consumer at the point of sale.
- You might have to invest in your brand to achieve the standout you are looking for with the client.
- If you are looking to launch or add to a classified section then look at where and what the competition has done.

A successful classified brand launch in the UK

Associated Newspapers

Homes & Property

Property extension to the London
Evening Standard

FREE WITH TODAY'S Evening Standard

Homes & Property

Wednesday, 12 November 2003

Sales 16-19, 24, 27, 30-49

Private Gallery 32

Service Directory 46

Lettings 50-51

New Homes 52-72

Overseas 56-57

Commercial 70-71

www.thisislondon.co.uk/homes

A clear view to success

**Architects fall for
glass, pages 6-7**



Homes and Property

- Evening Standard launched Homes and Property about 7 years ago. But didn't just lift the advertising out of the old classified section. They created a new environment.
- First stand alone property supplement launched to allow additional classified space in the main newspaper.
- Now copied by most national classified departments.
- Has established itself as a stand alone brand within Associated
- Allows brands and advertisers to talk to its readers in many different ways. Allowing brand extension.
- Investment has continued within the product.

POSTCODES WITH POTENTIAL



SE16 Forest Hill is close to the shops of East Dulwich, and Tolly 2000 and with Tolly's London Lane deli



All about TW7: new apartments in Isleworth have river views and houseboat neighbours to keep an eye on



Has a fringe benefit: quality shopping at Moseley Hill

BEFORE YOU START ...

SIT at your computer and start doing some research. The internet will help you to narrow down your price options: www.househunt.co.uk, for example, offers monthly average prices for all types of property, broken down by postcode.

First search websites that carry details from a range of agents, before looking at individual agents' sales (often linked from general sites). Look at www.rightmove.co.uk, www.findaproptor.co.uk and [www.rail.gov.uk](http://www.asstahome.com.</p>
<p>Buy an up-to-date A-Z and begin exploring possible areas — on foot. Who lives there? Lots of multiple dwellings on houses means lots of flats. Wooden-clad blocks and brick paths above the middle classes are common. Is there noise, a school playground or a fast-food shop nearby? Are there parks in the vicinity? Don't just look on a map, go and walk in them.</p>
<p>Now experiment with the local transport: get on a bus, walk to the Tube. How frequent are the buses. How easy was the walk? Go to <a href=) to check fares and routes.

Check with the local council about council tax and ask about residents' parking zones. Go to www.lga.gov.uk for links to borough websites.

Behind estate agents. What you see on the internet or in their windows is often what is left after agents have sold the better-situated to buyers they have got to know well.

House-hunting this Easter? You won't be alone. Sara McConnell reveals the secret to beating the rush

BUYERS are back, prices are rising and estate agents are gearing up for an unexpectedly busy Easter. But if you are planning to house-hunt over the holidays, brace yourself for some competition. Demand for properties is outstripping supply and homes that would have languished on agents' books for months last year are now selling quickly.

So how do you get smart, beat off your rivals, and find the home you want at the right price? Well, apart from the obvious components of any successful chase, such as getting your finances organised in advance and your present home on the market and under offer, you should also think laterally.

In house-hunting terms, this means searching for property in places you have never heard of — well, in places you must learn to discover. Such areas are often overlooked by either more successful buyers or by those who are more successful sellers and are thus overlooked by many buyers. New transport links may have made changes, or regeneration may be pulling them out of hard times.

Successful house-hunters have seen more and more of London controlled, regenerated and enhanced by middle-class buyers priced out of established areas and turned into untested and perhaps less suburban places, creating what estate agents call a "ripple effect". But the process is not finished by a long way. Here are some areas ripe for further rippling.

Hornsey, N8

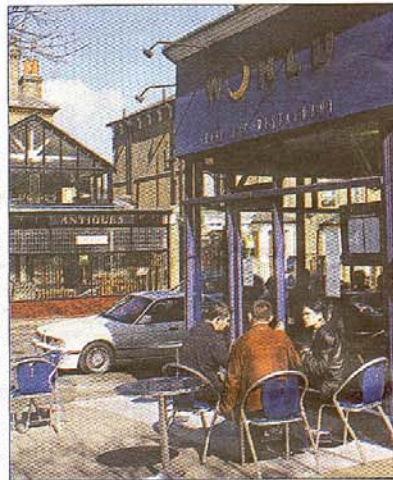
Where: The postcode is prime here; it's the northern (and less posh) section of sought-after N8, down the hill from the heights of Crouch End. Centred on shabby Hornsey High Street, with an industrial backdrop of railway cables and gasometers, and with Alexandra Palace just across the horizon.

Why: Hornsey is set to improve rapidly as developers move in and spend money not just on their own projects but on schemes to enhance the area. The Hornsey pumping station is being restored as the centrepiece of the New River Village — a development by St James Homes — to become a restaurant and art gallery.

Hornsey has suffered historically. It's the last part of N8 to come up, partly because there's a big council estate, says Marc Collins of agent Fiddick & Ellis. "Once you get over



Dressing with style: Model Jo Feir shows off the clothes at Powder, in TopHat Parade, N8



Overlooked Hornsey: World café and restaurant in Crouch Hill is helping to give the area some N8 style

good shops, there's a snowball effect. It's in the early stages, but regeneration is inevitable."

Any potential bargains? Yes, relatively. You pay about 10 per cent less for a home in Hornsey than up the road in Crouch End but you get that all important N8 postcode.

Close to bars and restaurants in Crouch End and excellent Maresfield Hill very good Indian restaurants in Turquoise Lane and events in Alexandra Palace. The palace's Park and Highgate Wood are both huge neighbouring bonuses.

Transport. Trains link Hornsey to Moorgate and King's Cross. Turnpike Lane is the nearest (on the Piccadilly Line).

Council tax. Housing fees £1,268.30 a year from its Band D residents.

What's on offer: Plenty of late Victorian and Edwardian houses that make good family homes, or large conversions that expect to pay from £240,000 for a two-bedroom flat and from £420,000 for a three-bedroom house. Fiddick & Ellis (020 8442 4444) has a three-bedroom duplex in Gable Road, with roof terrace and views of Ally Pally for £420,000.

A four-bedroom Edwardian terrace in Priory Avenue is selling for £375,000. Plans in New River Village start at £149,950 for a studio. Contact 020 8347 4330.

Hornsey homes



Dressing with style: Model Jo Feir shows off the clothes at Powder, in TopHat Parade, N8

Isleworth, TW7

Where: Promisingly paddling the Thames between Richmond and Kew just south of Lion House and Park. The area divides into Old Isleworth, an attractive cluster of cottages, with a church and pub on the ring, and "new" Isleworth, altogether duller architecturally but satisfyingly cheap.

Why: Overlooked by its more famous neighbours, Isleworth is often forgotten. "It doesn't immediately spring to mind as a place to live because it's surrounded by more traditional areas such as Richmond," says Robert Leigh of agent Petherbridge Leach. "But it's starting to come into its own and it's definitely matured in the past few years."

Modern developments are clustered at the confluence of the River Crane and the Thames and more are planned, including an ambitious scheme by Octagon. "There is tremendous room for growth, and large developments will accelerate the pace," says Leigh.

Any potential bargains? For west London, Isleworth is often forgotten. The island parts are 20 per cent cheaper still.

Close to: You get to share the classy shops, bars and restaurants of Richmond, and walks

along the Thames, in Syon Park or Kew Gardens are on the doorstep.

Transport: Frequent trains will get you into Waterloo.

Council tax: Richmond upon Thames takes £1,308.06 a year off its Band D residents.

What's on offer: If you are trailing up, you can take your pick of a mix of Georgian and Victorian cottages along Church Street in Old Isleworth, sleek new glass-and-steel riverside apartments and some traditional later-war semis in Isleworth proper. Petherbridge Leach (020 890 1879) has a two-bedroom first-floor flat in Riverside Court, Raithead Road, with river views, for £228,000. An apartment on the third floor, with views over houseboats and across the Thames, is £297,000.

Forest Hill, SE23

Where: East of Dulwich and a bit north of Sydenham. Forest Hill is sliced by the over-burdened South Circular road. It is cheaper than East Dulwich and prettier than Sydenham, and much closer to Dulwich Village.

Why: A once elegant Victorian suburb with grand period properties and hilltop views, Forest Hill's town centre is set for improvement.

Isleworth ideas



Isleworth ideas: A row of colorful, modern townhouses in Isleworth, TW7

Isleworth ideas



Isleworth ideas: A row of colorful, modern townhouses in Isleworth, TW7

rejuvenated museum; Dulwich and Crystal Palace parks. Some streets also have breathtaking views to Kent or the City.

Transport: Lots of trains from Forest Hill run into London Bridge and Charing Cross.

Council tax: Lambeth charges £1,411.20 for Band D homes.

What's on offer: A two-bedroom flat apartment with a communal garden and off-street parking in a Victorian conversion in Tyson Road is selling for £220,000 through Robert Stanford (020 869 8770). A one-bedroom flat with a garage on London Road is selling for £154,000. In Ventnor Road, a three-bedroom terrace with a full garden is £279,950.

But here's a warning: there is a severe shortage of property and the locals know it. "We have a third of what we should have on our books," says Nicol. "There's very high demand now and sellers are starting to get a bit greedy. They read the papers, see the market is up, then hold the price they want by £5,000."

Close to: Nice pubs and romantic restaurants in Dulwich Village, and lots of restaurants in Crystal Palace. Richmond Gardens and its



Clacked: a church tower stands as a landmark over Old Isleworth, a lesser-known Thameside haunt

Forest Hill delivers

£169,950: Tyson Road. Two-bedroom flat apartment in Victorian conversion. Call Robert Stanford (020 869 8770).



£122,500: laymont orange, one-bedroom flat in a converted Modernist hotel. Robert Stanford (as before)

BEFORE YOU SIGN ...

- Fixed appliances that are energy-efficient and good insulation can save you £200 a year in energy bills, so they are a real asset.
- Check for signs of dampness by using your nose and by touching interior and exterior walls. You should have the house surveyed, not just valued, to put your mind at rest. The Royal Institution of Chartered Surveyors (www.rics.org) has lists of local surveyors.
- Look for cracks, damp patches and sticking doors — which can all be signs of subsidence. Recent decoration is good, but may be hiding defects, hence the importance of the survey.
- Building plans for the immediate area may not show up in a search, so make that call to the local council and ask about plans as well as council tax.
- What fixtures and fittings are you going to get? Are they fixed and do they work?
- The Energy Rating Trust (www.saverenergy.co.uk) tells you about energy saving and also has a homebuyer's checklist of things to do before buying. Look at its site or call 0845 727 7200.

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Overseas Homes More on p68

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Classified

Homes & Property

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www.pavilionsquare.co.uk

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credibility by association

Classifications

- Know what the brand/sales influences are.
- Brands are not the over-riding influence within the property market. Price and location is. Branding will help within the immediate marketing area.
- Brand investment in new motors is tremendous but how does this translate into the second hand car market.
- Travel can be.
- Recruitment should be.

Prepare now and you will be in a strong position

- We identified earlier the massive fragmentation of media. This will only get worse for agency and client alike.
- Agencies have identified that the new consumer has waning brand loyalty. This is due to the scarcities of time, trust and attention.
- The web will now allow you to compete better on creative terms with other mediums. Walking, talking colour.
- Customers will go to those sites that have brand identity, which you have already established.
- Don't be threatened by client owned websites. Allow them to advertise in your publication and website. This will help your relationship with your customer.
- On-line creative systems will only aid in the development of your site.

Better ways to work

- More direct client contact.
- Initiative routes to your publication – it doesn't always have to fit the usual advertising concept.
- Remember the client is trying to improve sales.
- Invest in strong sales staff who have commercial sense.
- Be more vocal about the merits of classified advertising.