

Challenge

Kaupthing, Iceland's largest bank, acquired established UK property finance specialists, Singer & Friedlander, in 2006. Having merged the two businesses, the client was looking for a consistent way to present the complete Kaupthing Singer & Friedlander offering to the UK real estate market.

Solution

Command D & Response Worldwide were brought on board. Our brief was to develop and articulate a single, core proposition for the combined real estate businesses – what makes Kaupthing Singer & Friedlander different. This proposition and its substantiation were rolled out into press advertising and corporate literature.

Results

Kaupthing Singer & Friedlander's real estate business now has a single, consistent voice and the company continues to strengthen its position within the UK property market. The new 'entrepreneurs welcome' advertisements have consistently generated higher numbers of sales enquiries than previous advertising campaigns undertaken.

