



Harcourts



# REGAINING SUCCESS THROUGH REBRANDING

Every day, 1 out of every 2 homes sold in Christchurch is sold by Harcourts, making up 60% of the real estate market. With over 23 years' experience, Harcourts Grenadier has delivered expert advice in all real estate services,

whether it be residential, commercial, or business needs, investment or property management. Their drive and passion, along with their local knowledge of communities, is what differentiates them from other agencies.

## TRAFFIK DIGITAL WAS ENGAGED TO:

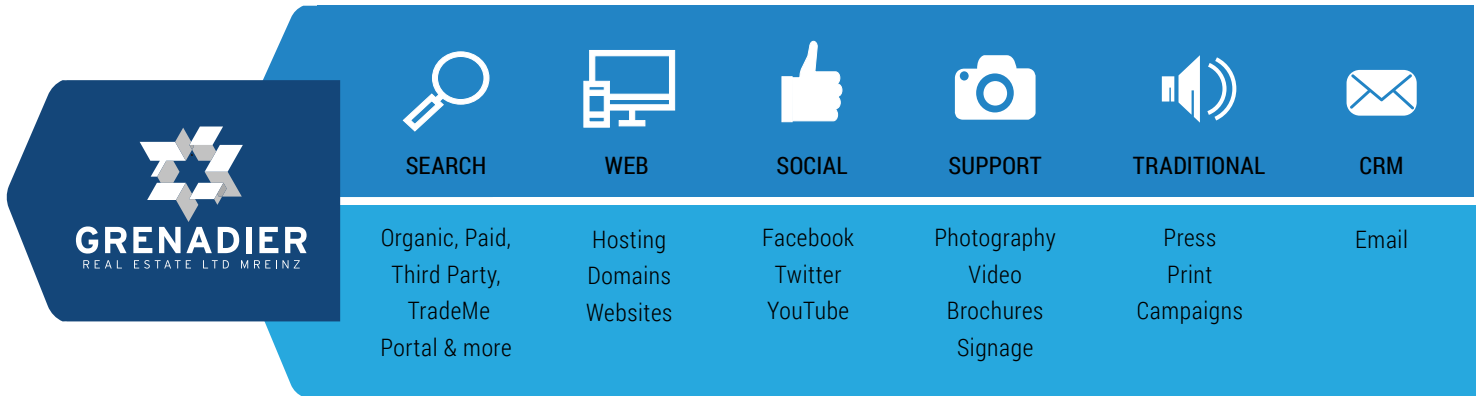
Develop a brand strategy

Create & implement a rebranding marketing strategy

Optimise reach through online & offline marketing

**ANALYSIS:** Within a highly competitive market and large company, it is hard to stand out from other franchisees within the same corporation. Harcourts Grenadier have 9 offices in total; Harcourts Akaroa, Avonhead, Beckenham, Christchurch City, Ferrymead, Sumner, Property Management, Harcourts Business, and Harcourts Commercial. However, due to the unprecedented series of challenges that Christchurch has had to endure, the market share was lost amongst franchisees, and stronger competitors crept in. Their old franchisee branding was outdated and wasn't helping them gain potential market share. Other large franchises were now selling more property in Christchurch and Grenadier needed urgent help.

# STRATEGY:



## DIGITAL STRATEGY

## BRAND STRATEGY



# RESULTS:

GOOGLE	VISIBILITY	NO. 1	TOP FRANCHISE
149 1 <sup>ST</sup> PLACES 587 1 <sup>ST</sup> PAGE KEYWORDS AFTER 6 MONTHS	66% VISIBILITY CHRISTCHURCH WIDE	AFTER 12 MONTHS, CHRISTCHURCH CITY NO.1 HARCOURTS OFFICE WORLDWIDE	TOP HARCOURTS FRANCHISE IN THE SOUTH ISLAND FOR 2015 + 2016