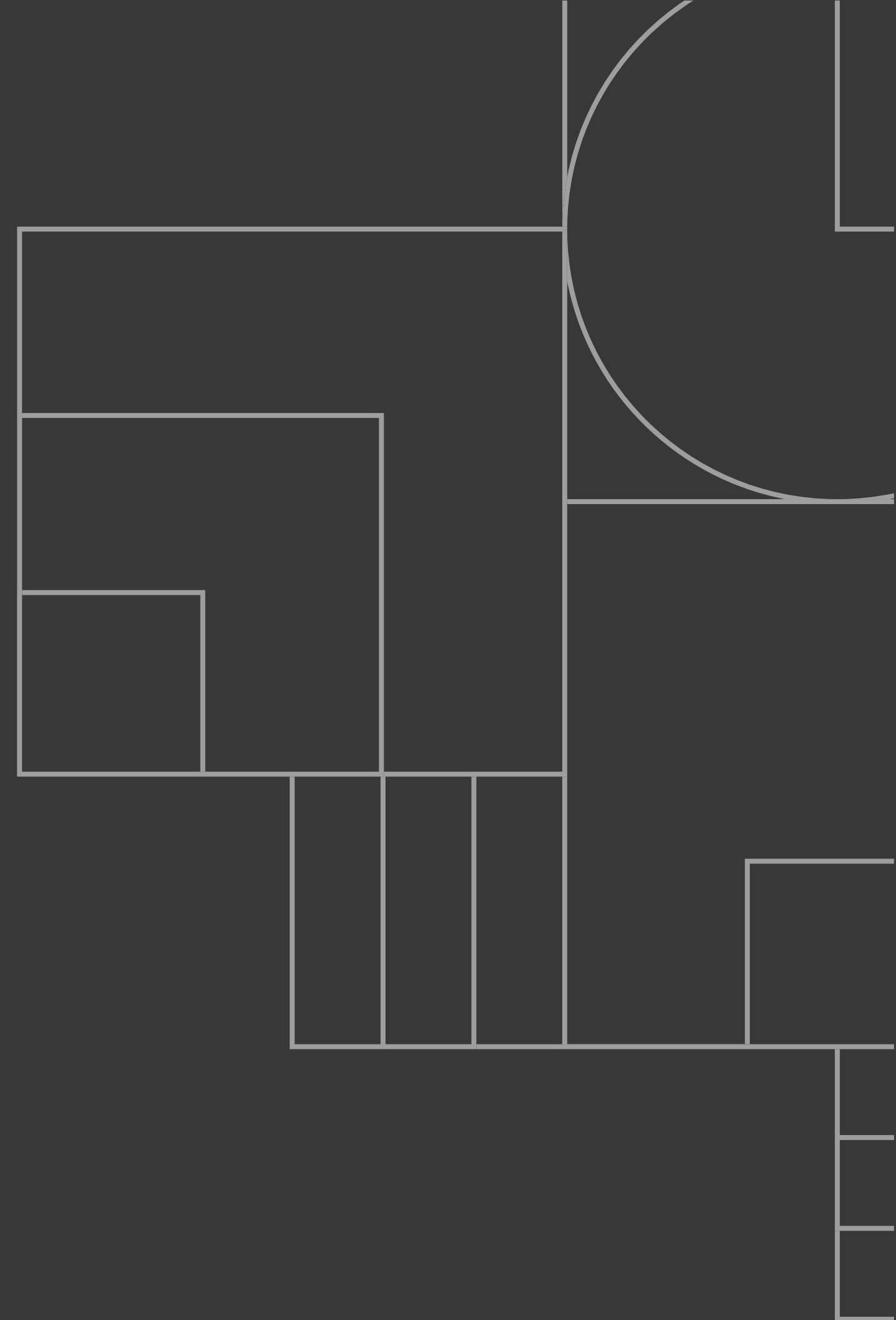




**Head turning, heart stopping, spirit lifting,
life loving, earth shaking, reputation making,
paradigm shifting presentations, brand
communications and digital experiences.**

Manchester's specialist Property and Construction creative team.

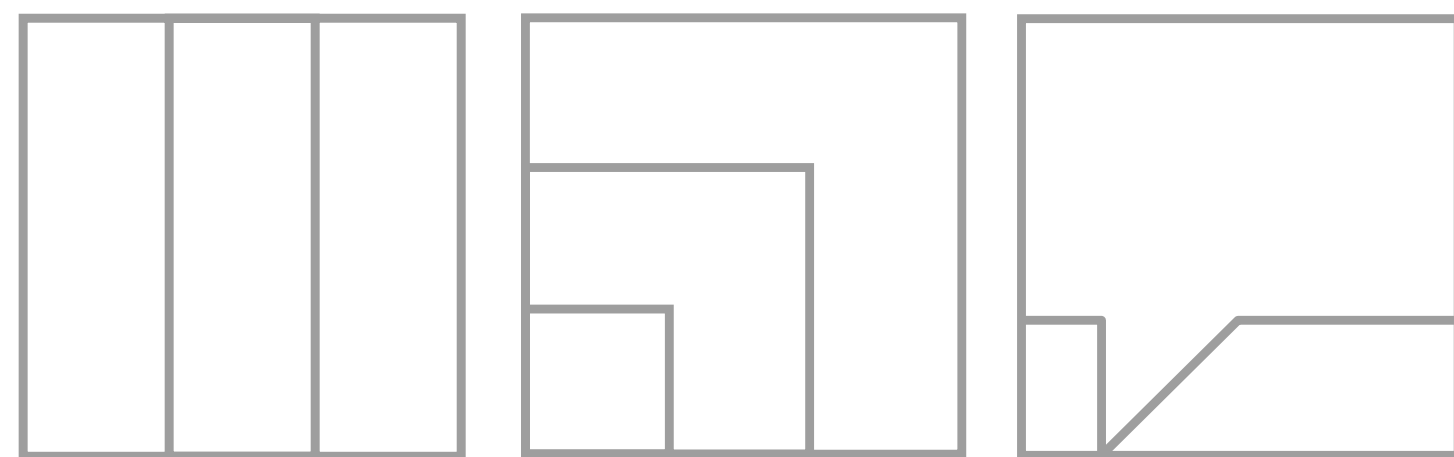
www.hnwagency.com



Property Marketing Is Different

You're not just selling a "product" - you're selling a lifestyle, a HQ, a place to call home. You're selling an imagined future.

But remember, **it's not the 'best' property that wins - it's the best understood.**



The Impact of Our Design and Message Work

- Shortened sales cycles as clients understand your value proposition more quickly and clearly
- Increased viewing-to-offer conversion rates
- More qualified enquiries specifically mentioning lifestyle features highlighted in your marketing materials
- Greater engagement with potential tenants who connect emotionally with the development's story
- Consistent brand experience across all touchpoints from teaser campaigns to post-completion
- Distinctive presence in the crowded property market that avoids generic "luxury living" clichés
- Accelerated pre-sales through targeted campaigns that resonate with your specific buyer demographics
- Premium pricing achievement by effectively communicating unique value propositions
- Local market relevance that authentically connects developments to their surrounding communities

Be Understood

15 years of specialist experience in the property sector, shaping residential, retail, commercial, and industrial campaigns for the likes of Bruntwood, OBI and other leading developers, tells you that not only do we understand your challenges - we know exactly what it takes to meet them.

“

“This creative team has transformed how we approach property marketing. They genuinely understand the commercial imperatives behind our developments and create campaigns that not only look beautiful but actually accelerate our sales cycle.”

Development Director, Meridian Developments

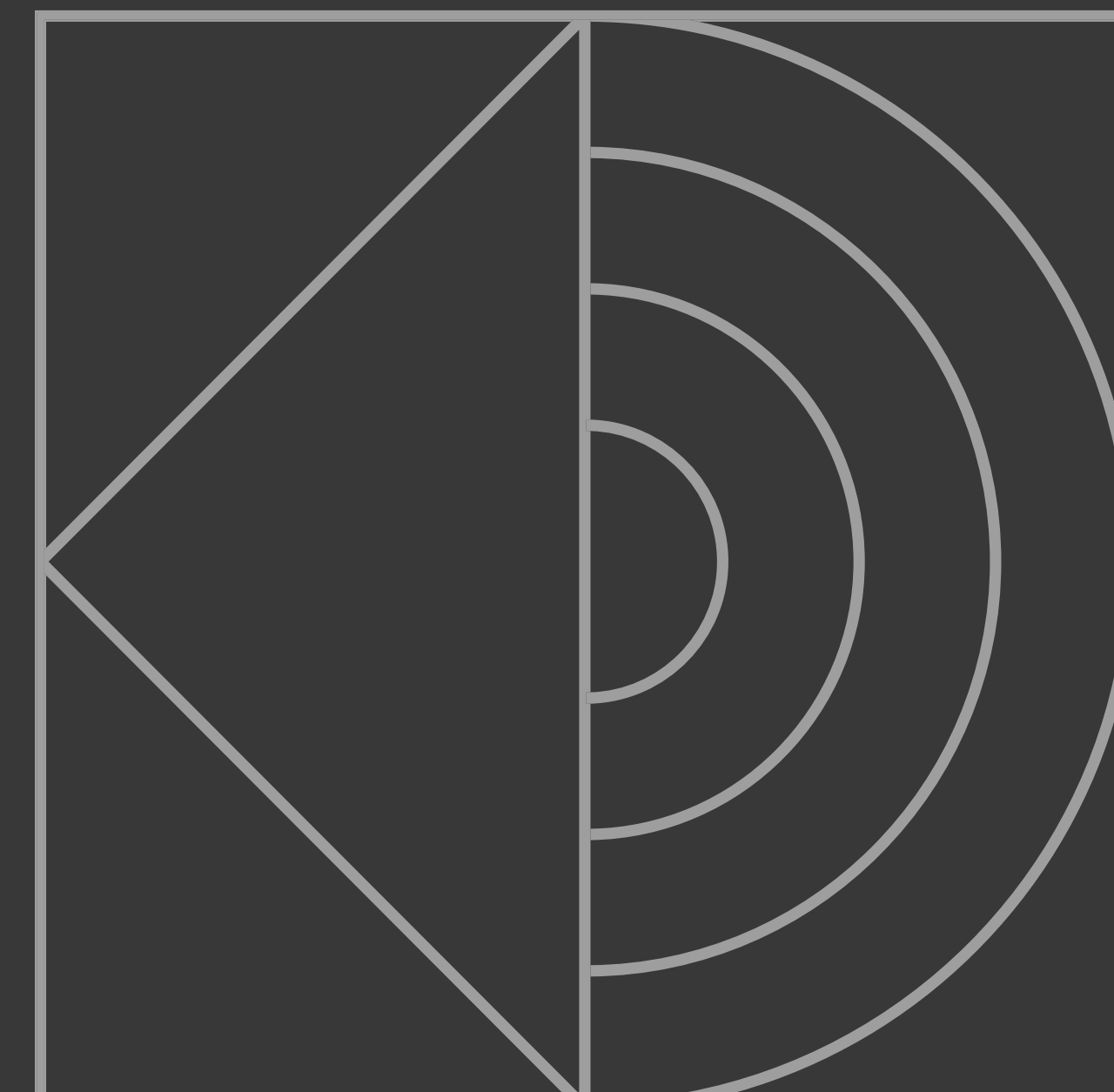
Successful property marketing isn't just about beautiful imagery.

It's about story, emotional response, connection and authenticity. Ultimately, it's about inspiring action to drive commercial outcomes.

And it's about partnering with a dedicated property sector creative team to achieve all that.



We Hear You. We Hear Marketing Managers



“I need marketing that delivers results, not to just look good.”

Our campaigns are designed with clear commercial objectives. We don't measure success by awards, we measure it by results.

“Who's actually looking after my project day-to-day?”

We are - from concept to completion. No bait, no switch and no juniors.

“I'm spending too much time trying to coordinate different suppliers and freelancers.”

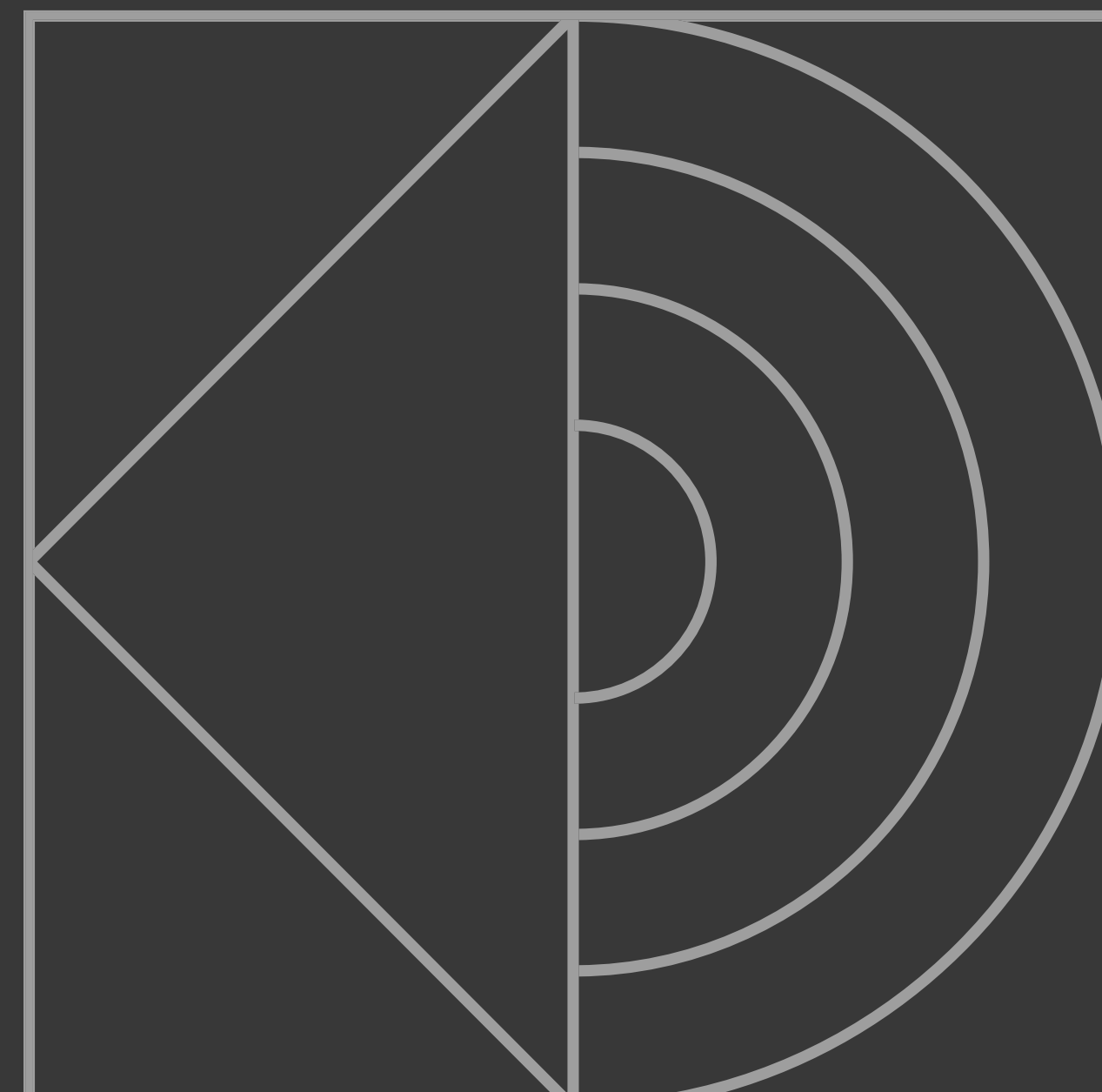
Our design and copy service covers everything from brand development to sales collateral, removing the need to manage multiple agencies for consistency across all touchpoints.

“

“The difference with this creative team is their understanding of the full development lifecycle. Their integrated approach has eliminated the headache of managing multiple suppliers and ensured a consistent brand experience throughout.”

Marketing Manager,
Northern Square Properties

We Hear Managing Directors and Owners



“I need marketing that delivers faster sales and premium pricing.”

We create campaigns that help you sell faster, at the prices you want. Work that makes a genuine impact to your bottom line.

“I need a marketing partner who understands what’s really at stake with our developments.”

We get it - we understand the pressure of budgets, investor expectations and why those early sales matter so much.

“Our marketing needs to reflect the quality of our developments to attract the right buyers or tenants.”

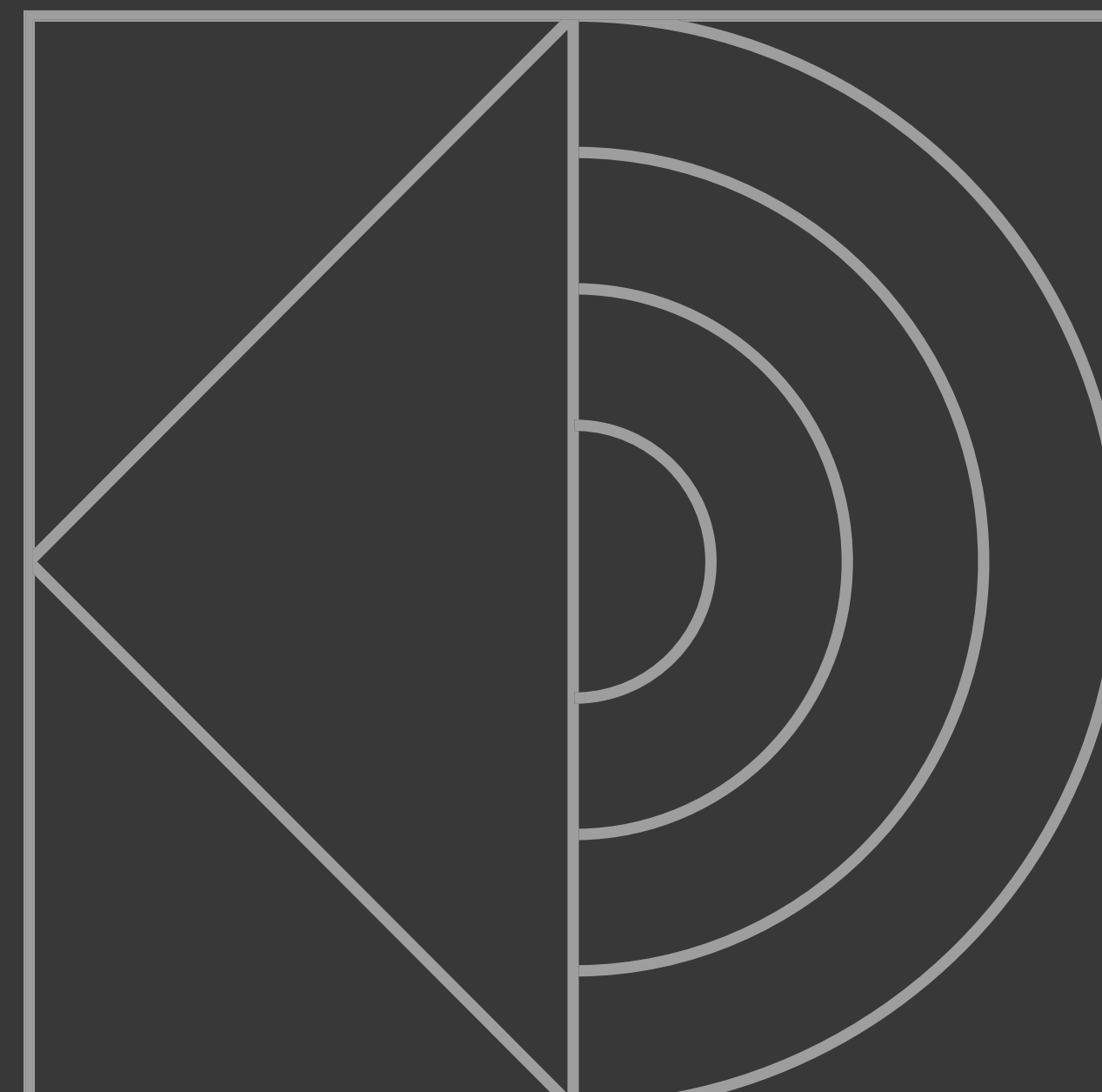
We make sure your marketing looks and feels as good as your properties, so you stand out in a competitive market.

“

As a Managing Director, what impresses me most about this team is their focus on commercial outcomes. Since working with them, we’ve seen a 30% reduction in sales cycles and consistently achieved our asking prices.”

Managing Director,
Northbank Property Group

We Hear Property Agents



“I need marketing materials that make selling easier.”

We create compelling sales assets that showcase the qualities of your properties, answer buyers’ questions before they even ask them, and make people want to find out more. Assets that make your job much, much easier.

“I need someone who truly knows Manchester’s property scene.”

As a Manchester team, we know the city inside out. We create campaigns that connect with local buyers and show properties in their genuine local context.

“I need people who can adapt when things change.”

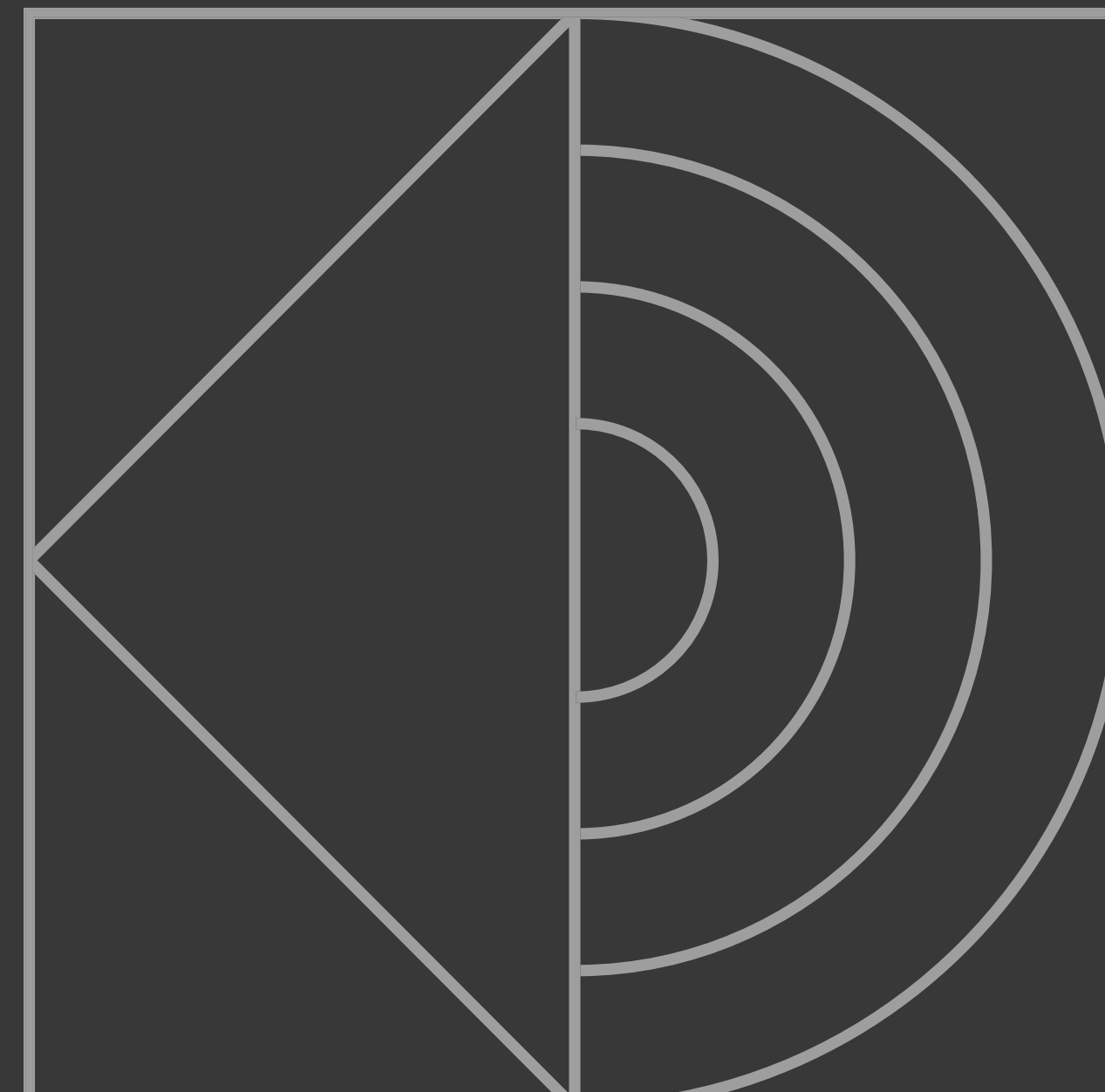
We know that property projects rarely go exactly to plan. We’re quick to respond when timelines shift, plans change, or the market moves.

“

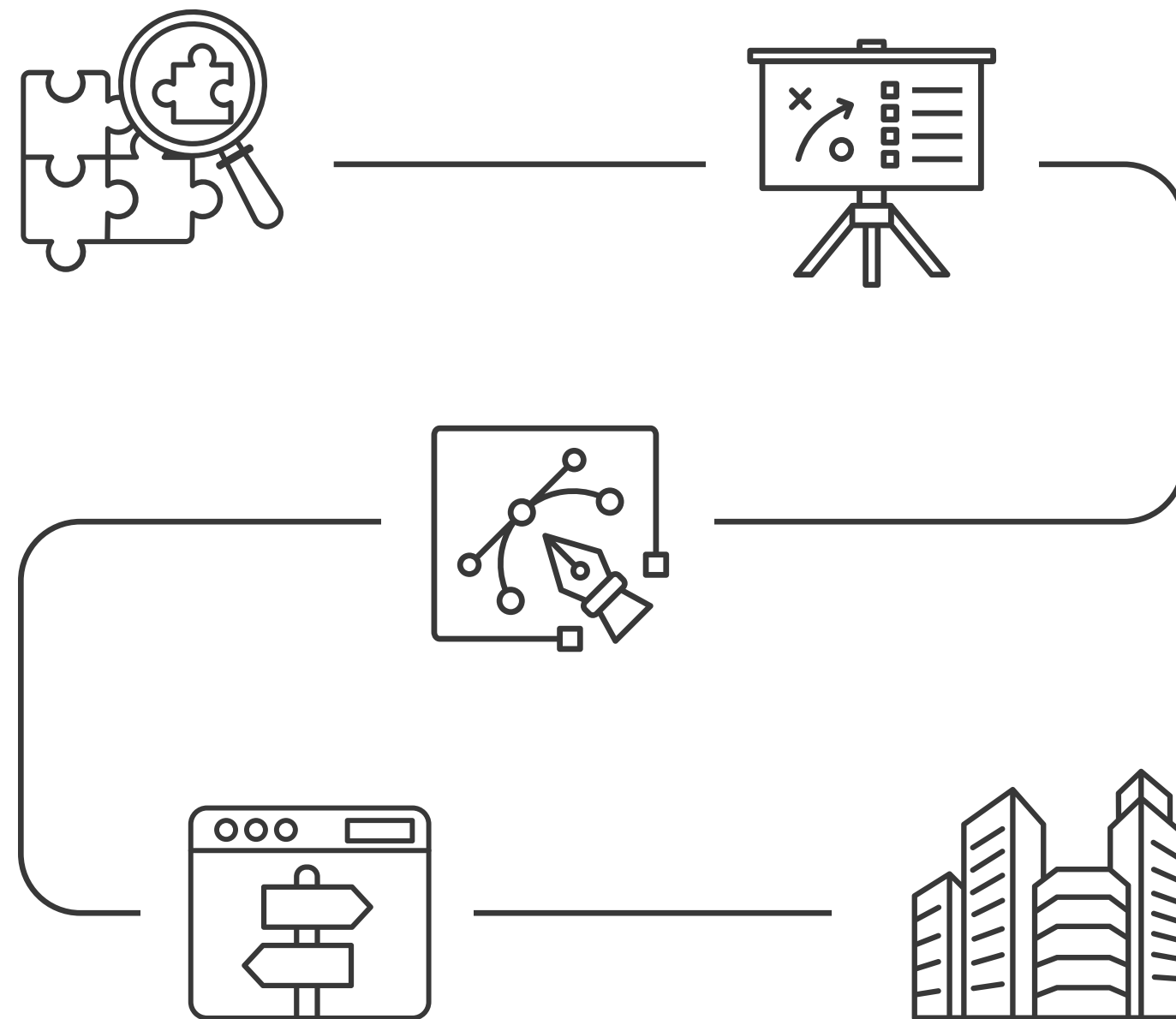
“As property agents, we need marketing materials that make our job easier. This team creates assets that genuinely excite potential buyers and address their questions before they even ask them.”

Director of Residential Sales,
Manchester City Properties

A Proven Formula



A Proven Formula



01. Discovery

Every development has a unique story, commercial objectives, and target audience. We listen, we learn, we become an extension of your team.

02. Development

We create a marketing strategy to meet your development timeline, from pre-construction teasers through to final sales and onboarding to make sure your campaign evolves alongside your project.

03. Craft

We develop distinctive visual and verbal identities that position your development within its local context to create emotional resonance and connection with potential buyers and tenants.

04. Delivery

From branded hoardings to brochures, websites and sales office design, we deliver consistent quality and messaging across all touchpoints.

05. Implementation

We keep an eagle eye on campaign performance and commercial metrics to refine our approach based on market feedback and sales data.

Support That Works The Way You Work

We understand that different projects have different needs.
That's why we offer different ways to work with us:

Project-based

Complete delivery of specific project briefs with clear deliverables and timelines.

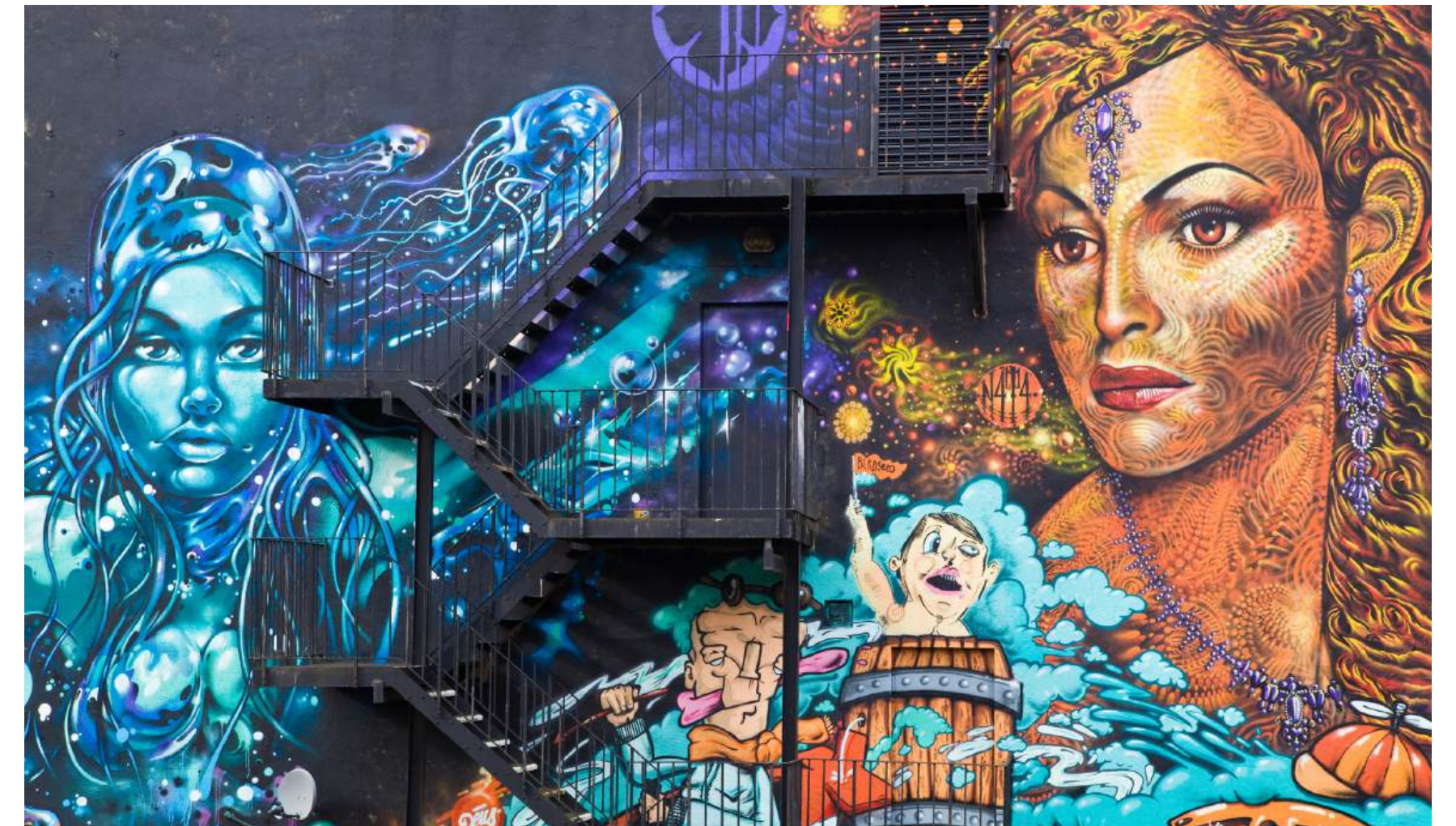
Property Marketing Packs

Tailored packages combining essential marketing elements at value-driven pricing.

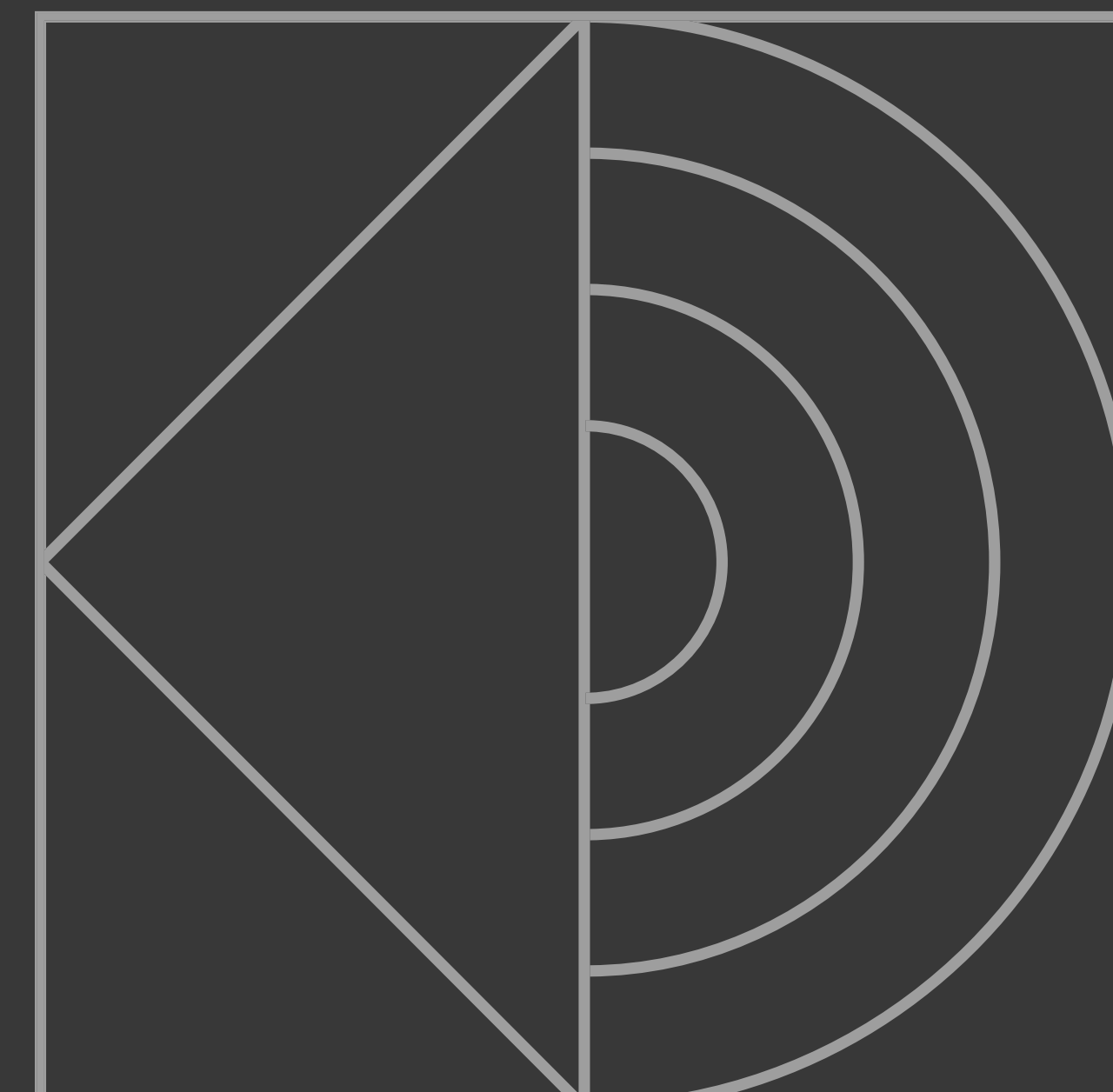
Team Partner

We act as your outsourced creative team, providing ongoing support throughout your development journey.

Contact us for more information.



Why Choose Us?



Local Knowledge

We live here, we love here. “This is the place”. More than just understanding the Manchester and North West property markets, we’ve networks of trusted local partners also specialising in the property sector - experts in signage, print, promotional and video production.

Property Specialists

14+ years of deep industry experience across residential, retail, commercial, and industrial property sectors save you time, money and endless explanation.

A Focus on the Numbers

Our marketing exists to hit your sales targets, achieve premium prices, and bring in quality leads efficiently – not just win creative awards.

Senior Support

We take personal responsibility for every stage of every project. No passing you around between different contacts.

Flexible

Property development rarely goes exactly to plan. We understand that. Professional and flexible, we’re able to react quickly to changing timelines, construction schedules, and feedback from the market without making a fuss.

Everything Under One Roof

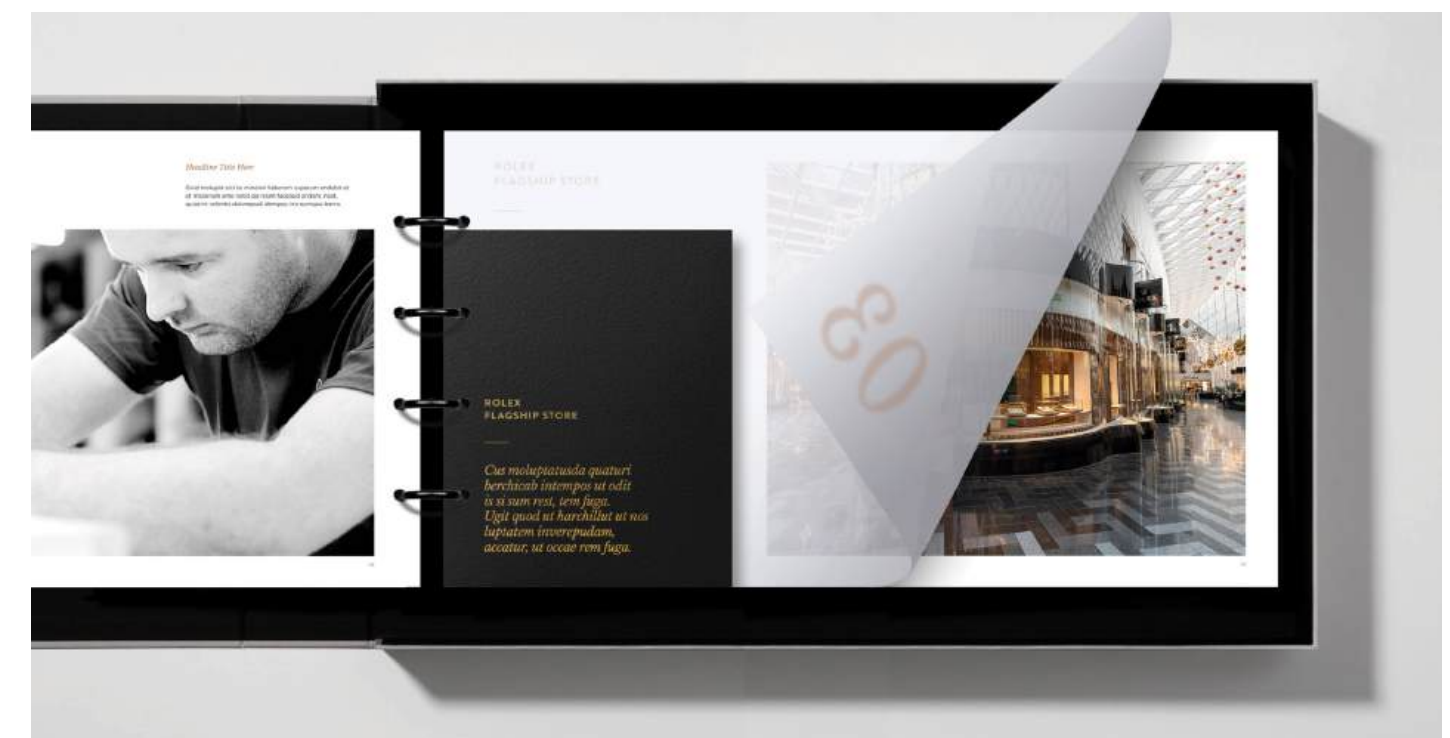
We handle all your brand needs in one place, keeping everything consistent and efficient from day one.

Capital Work Without London Price Tags

Professional, top-notch creative work at sensible Northern rates. Why pay “that there London” tax?

Always Contemporary

Times change, tastes change, and we change with them. Our guidance, our design, and our technology are ever-evolving to help you find the most effective ways to showcase your property.



Services

Strategy

Market positioning
Campaign planning
Timeline development
Budget optimisation

Branding & Design

Logo & visual identity
Typography & colour palette
Iconography & illustrations
Brand guidelines

Digital Development

Website design & development
Interactive site plans
Virtual tours
Email marketing
Social media campaigns

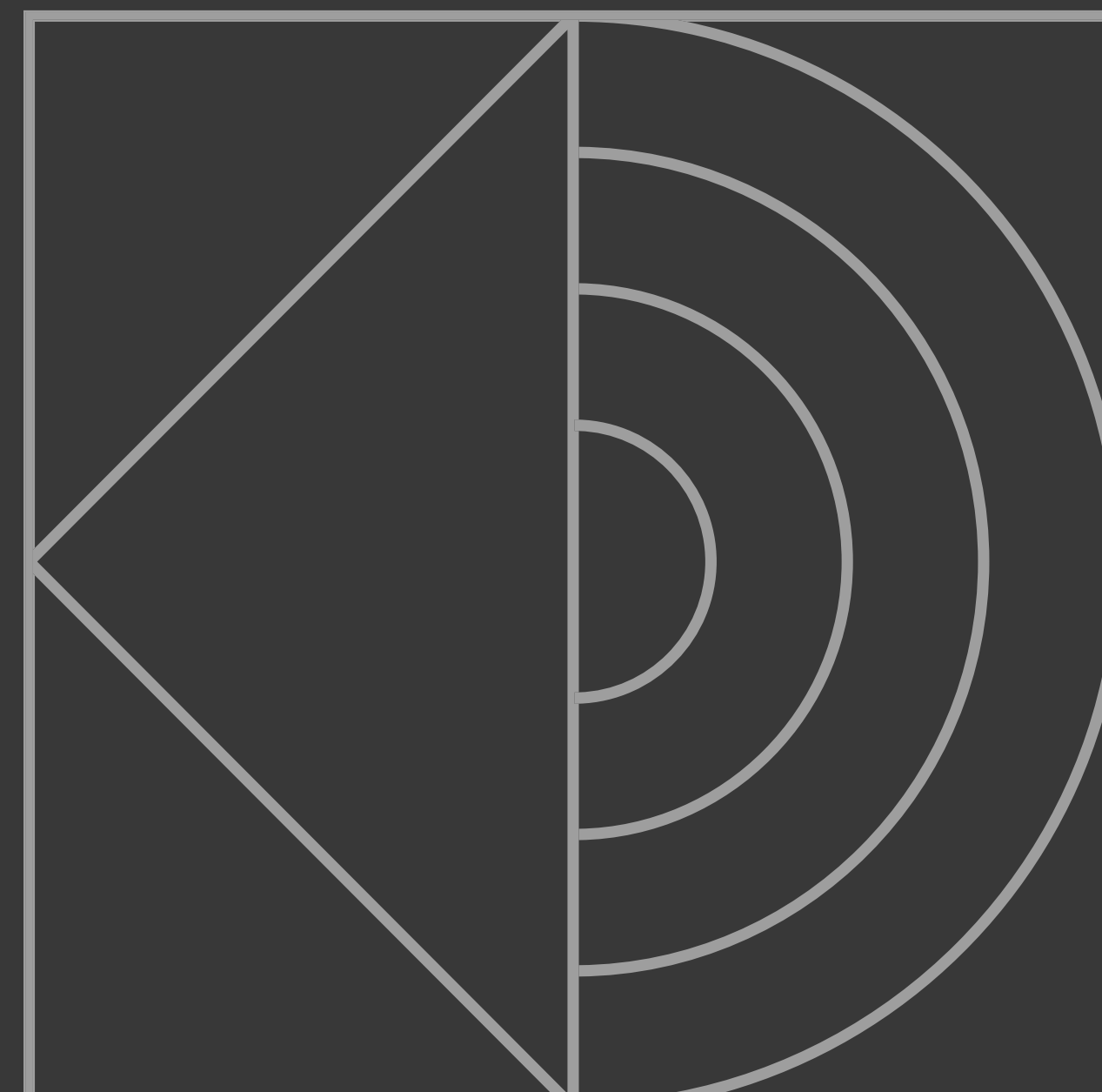
Brand Assets & Collateral

Brochures & sales packs
Hoardings & signage
Sales office design
Window displays
Direct mail
CGIs & animations
Photography
Video
Floor plans & site maps

Messaging & Copy

Project/product naming
Development storytelling
Property descriptions
Sales materials copy
Website content
Marketing communications

What Our Clients Say



“

“Their local knowledge has been invaluable in positioning our developments authentically within Manchester’s evolving neighbourhoods.”

Development Director,
Meridian Developments

“

“They understand that marketing is an investment that needs to yield returns. Their work directly impacts our bottom line.”

Managing Director,
Northbank Property Group

“

“They’ve adapted seamlessly to our changing timelines and have been a consistent partner from initial land acquisition through to final sales.”

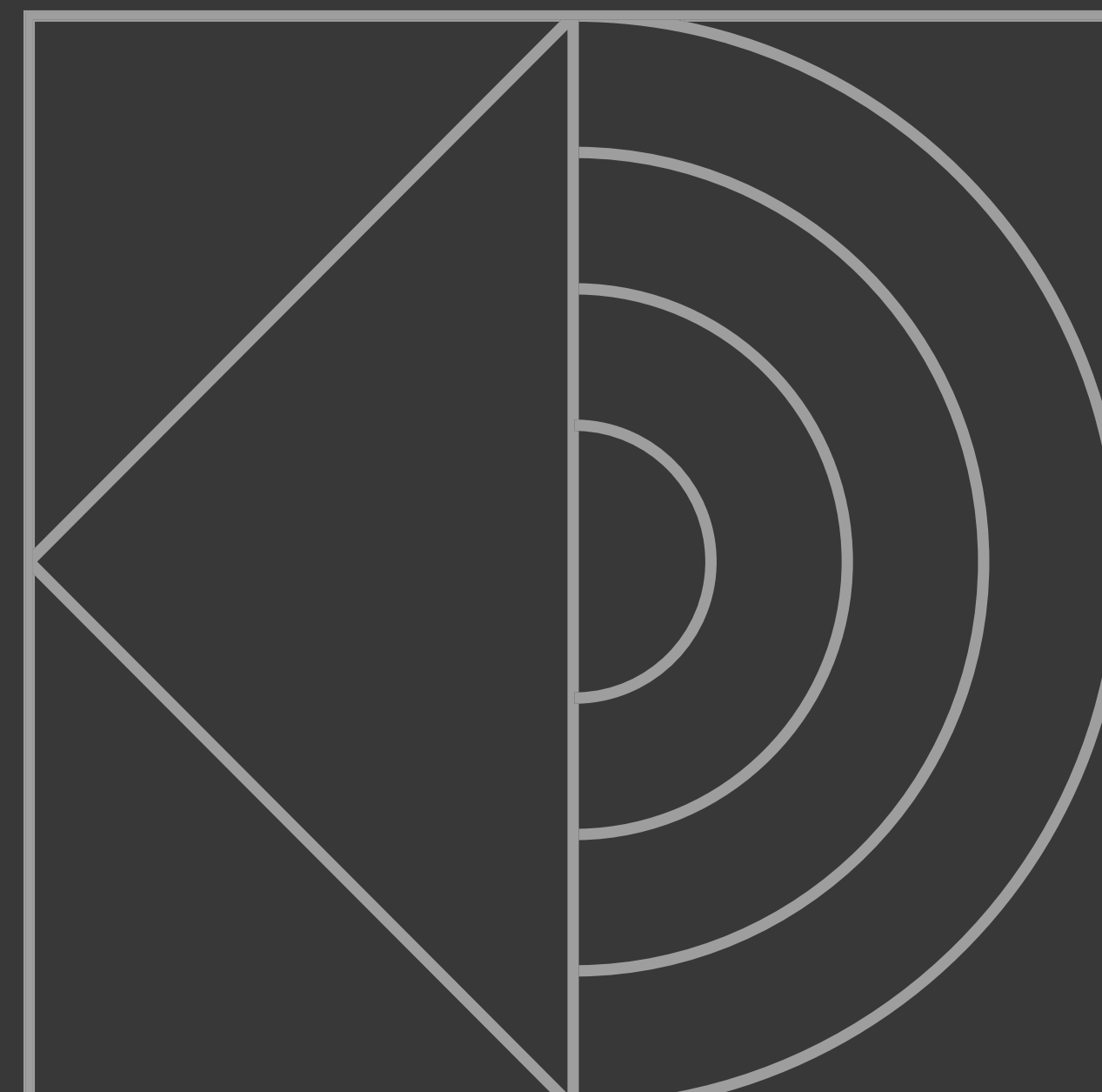
Marketing Manager,
Northern Square Properties

“

“Such a great session. It totally made us take a step back, think about how we communicate and how we want to communicate. It’s great to have defined a new shared voice.”

Will Lewis,
Partner, OBI Property

Our Work



Bevel

51 storeys of unadulterated luxury – 494 exceptionally high-quality new homes, exquisitely finished to an exacting standard.

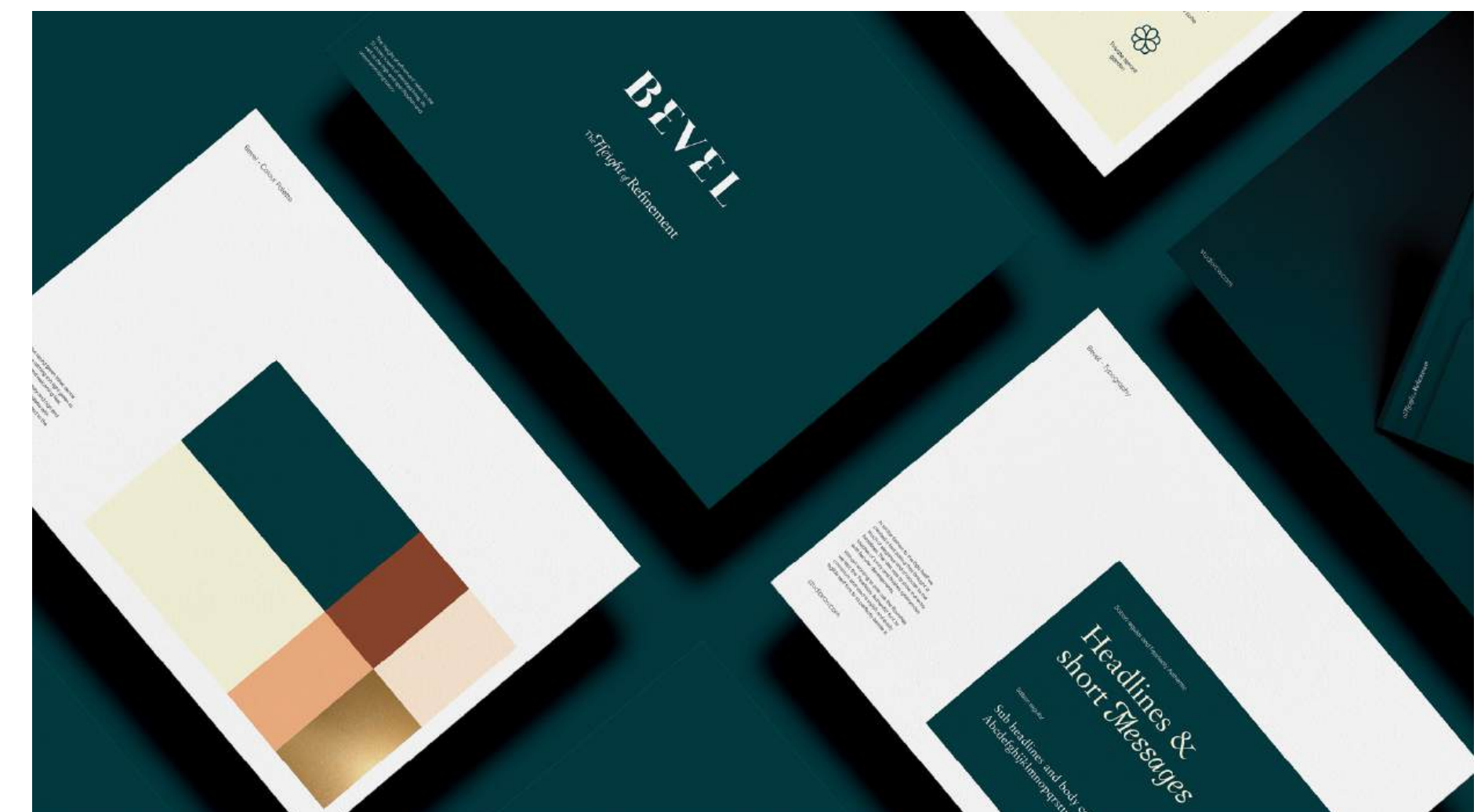
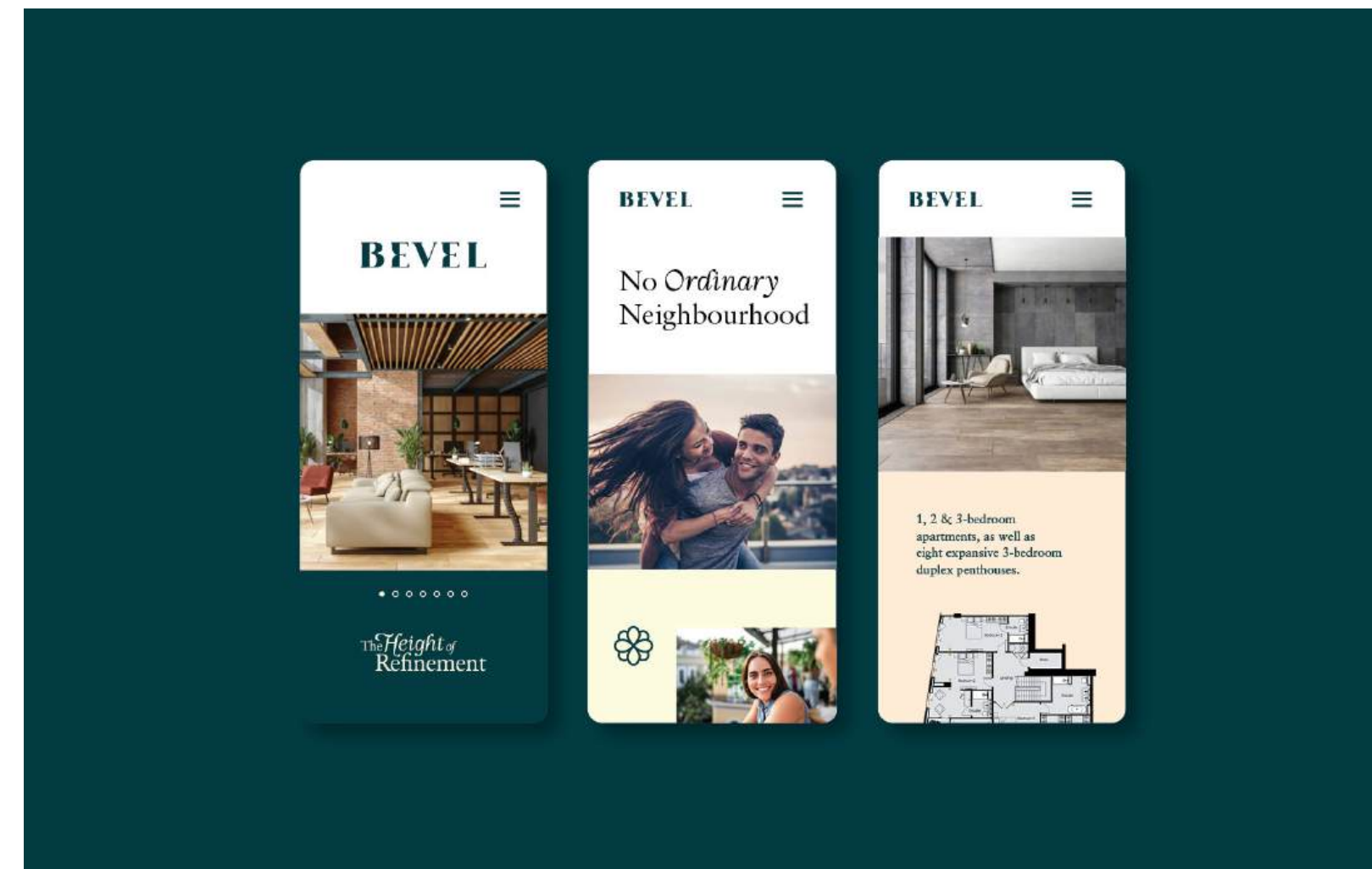
Placenaming

Brand Identity

Web Design & Digital Concepts

Brand Guidelines

Brochure Design



No.1 Spinningfields

It's not called number one for nothing. We were tasked with marketing this best-in-class workplace building with a campaign that showcases its effortless blend of design, detail and diligent placemaking.

Brochure Design

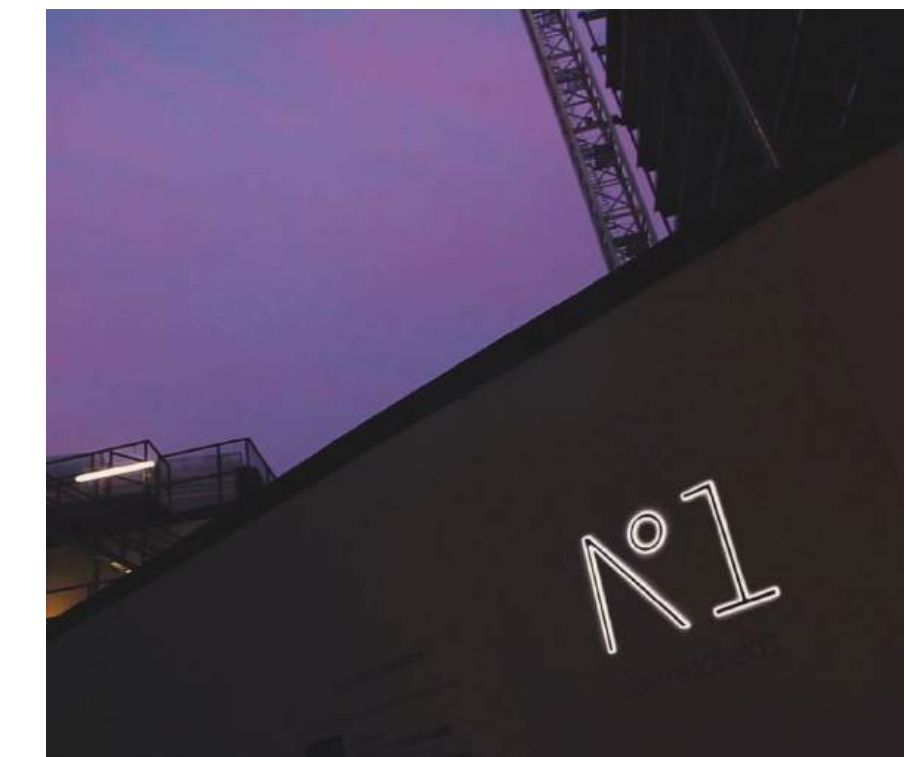
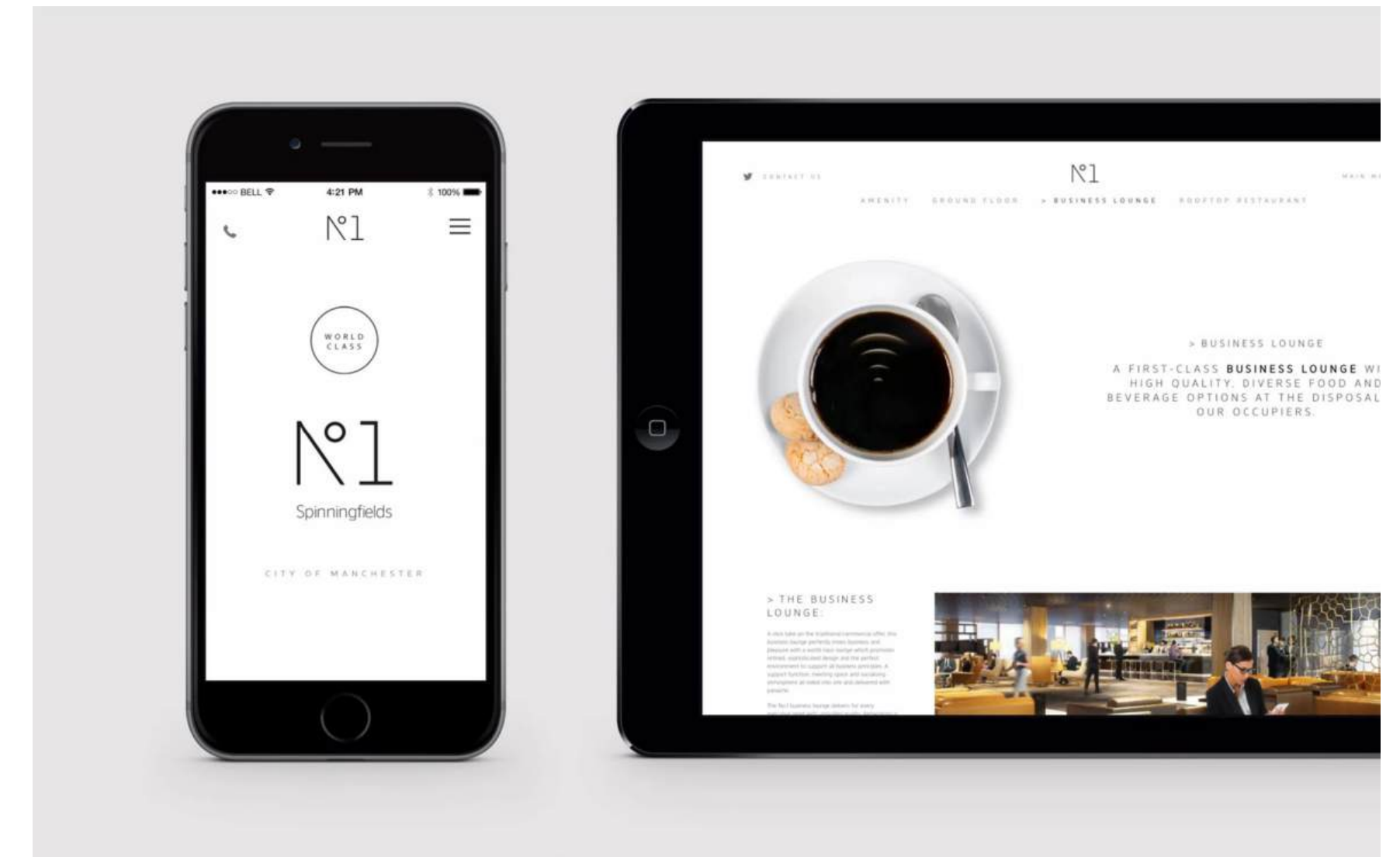
Website Design & Development

Hoarding

Wayfinding Systems

App Design & Development

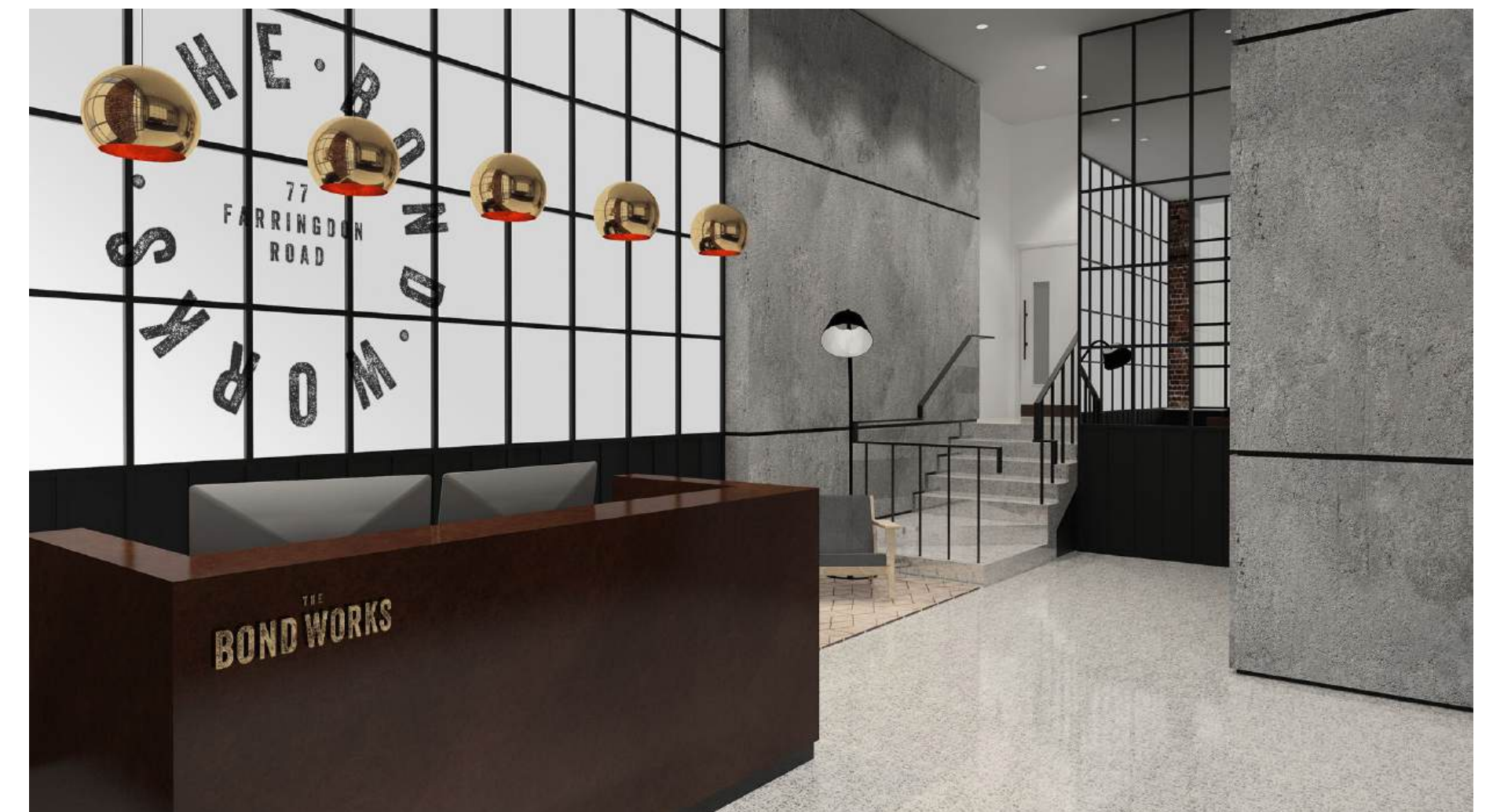
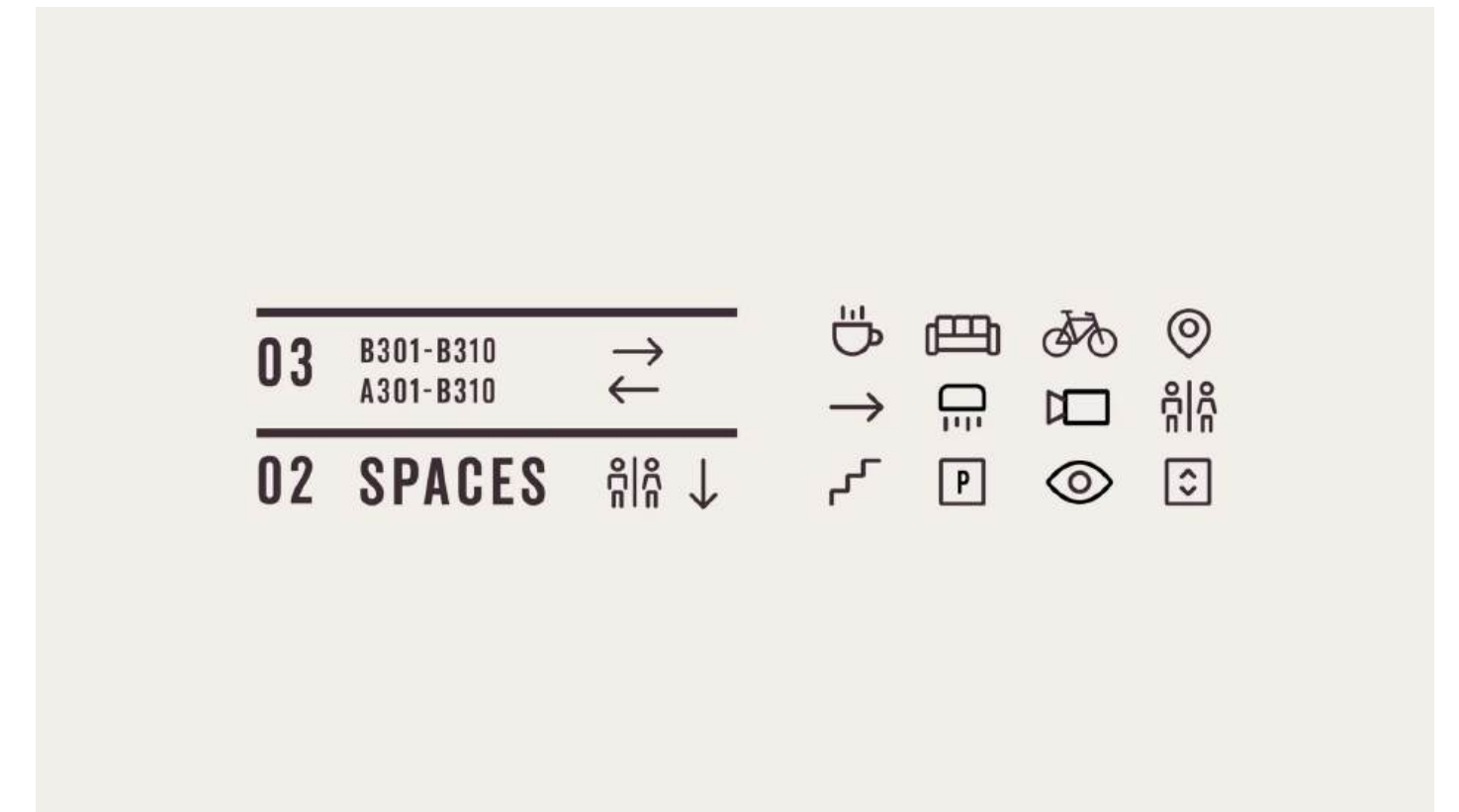
Marketing Suite Designs



The Bond Works

Described as the ultimate business hub, The Bond Works is a dynamic office space located on Farringdon Road, London. With perfectly crafted and top-quality furnishings the co-working space provides for all professional needs.

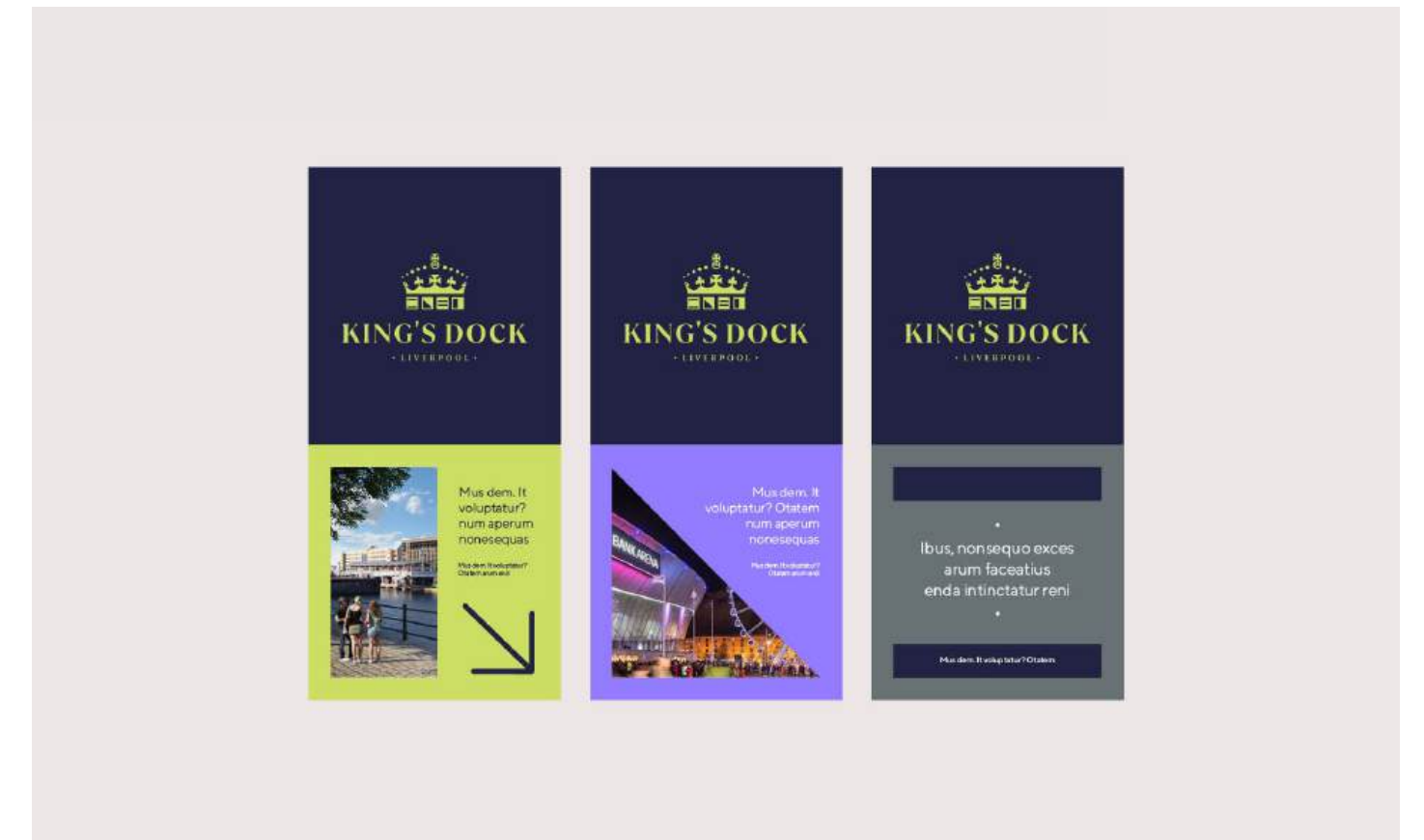
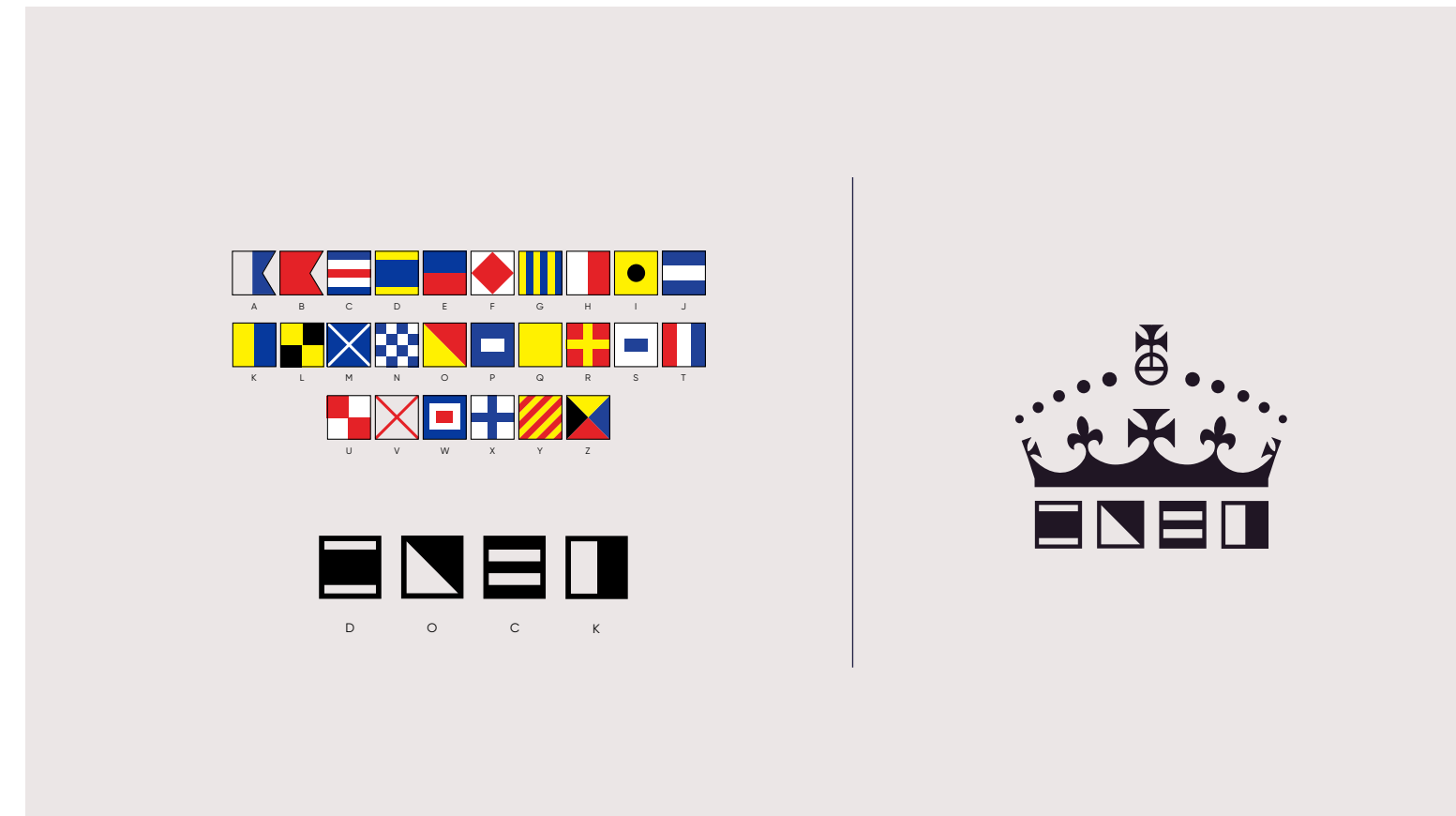
- Placenaming
- Brand Identity
- Website Design & Development
- Wayfinding System
- Brochure Design
- Direct Mail



King's Dock

Inspired by maritime signal flags and communication methods used by ships at King's Dock we created an identity that playfully places the word 'Dock' at the base of the icon using the international code of signals and making them the jewel in the crown.

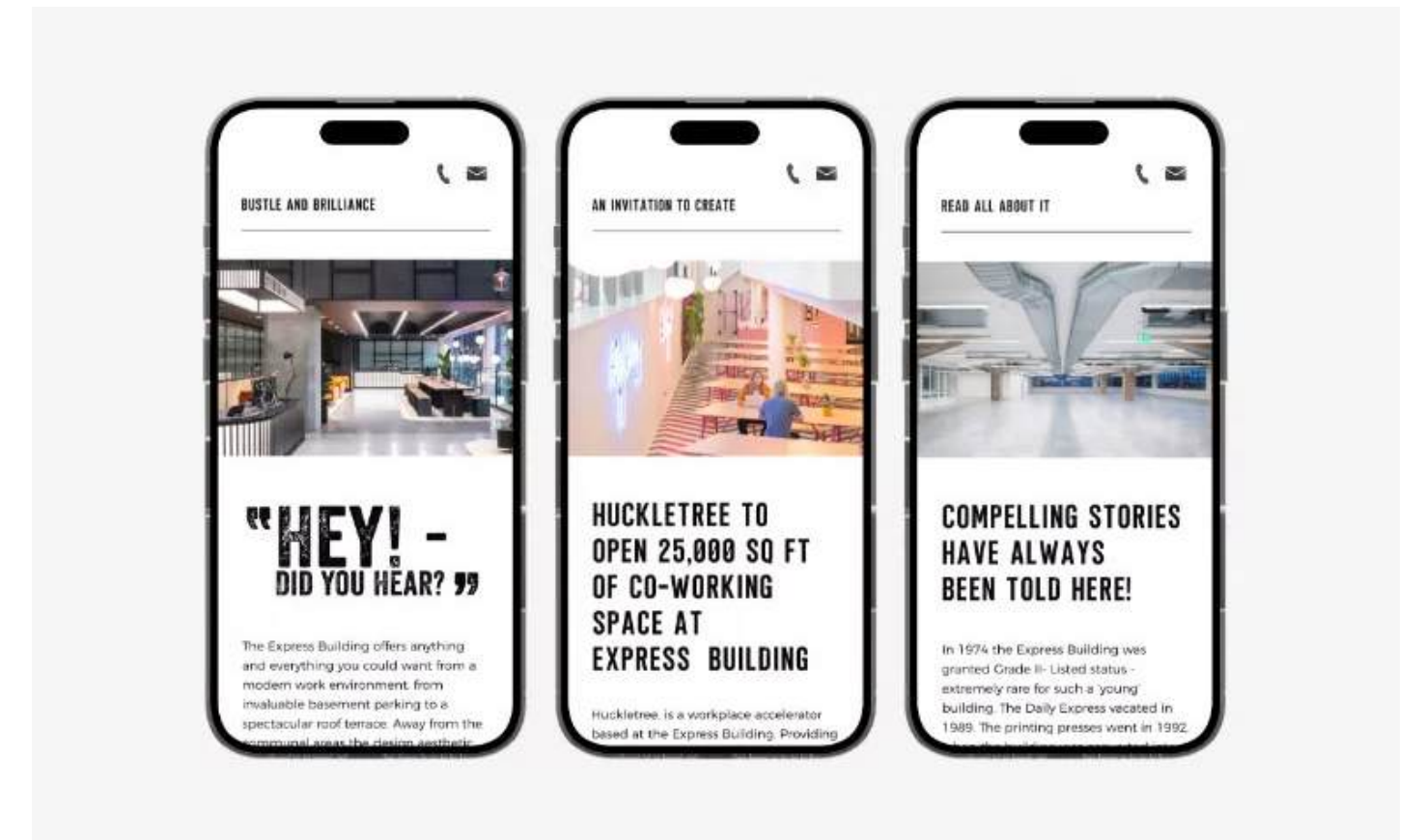
- Brand Development
- Digital Concepts
- Wayfinding & Signage
- Promotional Marketing Materials



The Express Building

Inspired by maritime signal flags and communication methods used by ships at King's Dock we created an identity that playfully places the word 'Dock' at the base of the icon using the international code of signals and making them the jewel in the crown.

- Brand Development
- Digital Concepts
- Wayfinding & Signage
- Promotional Marketing Materials



Let's Talk

Ready to discuss how we can support your next development?

Contact us for a consultation, where we'll discuss your specific challenges and how our approach could work for you.

info@hnwagency.com

