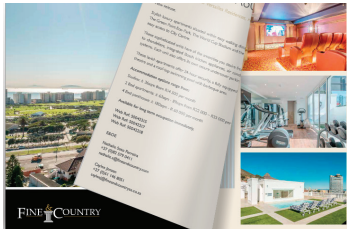


Studio Marketing Services – *a world-class marketing team at your disposal*

The Fine & Country Sub-Saharan Studio is an industry-leading and award-winning team of professionals each highly experienced in their fields. The Studio combines their expertise to provide our Licensees with a plethora of exclusive Fine & Country marketing materials, specifically designed to

highlight the most desirable features of your client's home, as well as presenting it professionally to the widest possible audience. Enhanced marketing and widespread exposure are two key approaches in achieving the best possible results for your office.



PROPERTY BROCHURES

The Studio produces 4 to 8 page glossy property brochures. They are bespoke to enhance the character and lifestyle of the property, capturing the attention and interest of potential buyers. A glossy print brochure can be distributed via show-days to buyers and used in presentation packs to sellers.

PAGE-TURNER AND E-MAIL PRESENTATION

Our online page-turner brings the property brochure to life. A personalised HTML e-mail with the page-turner link can be forwarded to your prospective buyers, showcasing your property to your database. These techniques serve to maximise impact and generate as much engagement as possible.



FINER LITE

The Finer Lite is a beautifully printed multi-listing brochure that has a simple yet effective layout that is visually appealing to clients. With multiple properties being showcased, potential buyers are spoiled for choice when browsing its pages to select their perfect home. Highly adaptable in terms of use, the Finer Lite can be used to discreetly advertise our unique selling points, used as a property portfolio of either recently listed or sold properties and used to introduce the professional Fine & Country team promoting the properties. The Finer Lite is also produced digitally with a page turner and an HTML e-mail format.



NATIONAL AND INTERNATIONAL MAGAZINES

The Fine & Country magazines provide a selection of some of the finest properties for sale and speak to readers across all platforms, from print to our website to social media platforms.

REFINED - Fine & Country South Africa's own national publication, is a lifestyle magazine which showcases not only Fine & Country Sub-Saharan Africa's best properties but also includes lifestyle editorial features on destinations, fashion, motoring and decor. Published quarterly, the magazine is distributed through all Fine & Country South African offices and their surrounding communities, as well as to Bidvest Airport lounges, targeting high net-worth individuals. The magazine will now include a property listing that will be featured on a double page spread.

EXCLUSIVE HOME WORLDWIDE - The EHW captures a select international audience from the most exclusive locations around the globe showcasing the pinnacle of international real estate combined with upmarket lifestyle editorial. Approximately 3 000 copies are distributed internationally at Fine & Country offices, events and exhibitions, in addition to direct mail campaigns to Fine & Country clients. The EHW is also digitised into an electronic version which is distributed via the SA and UK Facebook pages as well as a bulk e-mailer to 120 000 registered global applicants.

OTHER PUBLICATIONS - TCB Media offers unparalleled editorial resources, publishing experience and a professional team that are responsible for several award-winning titles such as Indwe, Premier, Inspirations, Momentarily, The Blue Train Magazine and Refined, the Fine & Country glossy publication. The ideology and values of TCB Media perfectly align with those of the Studio and the service we aim to offer our offices, by exposing them to other publication opportunities. Due to our long-standing relationship with TCB we are able to negotiate significantly discounted insert rates for our offices within their stable of publications.



NATIONAL, REGIONAL AND LOCAL ADVERTISING

Creating a national footprint in the printed media requires a unilateral approach whereby pages advertised by different offices in a number of publications nationally, all represent the brand equally. The Studio ensures that a proper corporate layout is followed and that the international Fine & Country brand guidelines are portrayed in each print publication, whether it is your local daily newspaper, estate magazine or regional tabloid.



LIFESTYLE INTERVIEW

The Studio has experienced property writers to assist with short lifestyle interviews. This gives a unique insight into the seller's personal views and the local area, bringing the property to life and going beyond what a normal property listing offers.

PR PITCHING

The SA Studio has direct access to the UK Media Centre who has fantastic relationships with journalists from various international publications. Many opportunities are presented where the SA Studio liaise with the UK Media Centre to potentially promote South African listings. The UK team pitches properties to national, regional and online platforms on a regular basis.

Contact the Studio to discuss your 2018 marketing strategies
* Studio services costs may apply

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MARKETING CAMPAIGNS

Great thought and planning goes into the creation of our campaigns which will run concurrently with corporate advertising and online marketing. Various marketing platforms are utilised to form part of a larger campaign and not just a once-off shotgun initiative. The benefit of deploying a campaign in such a way is that it hits the market en-mass and creates a lot of exposure nationally. The Studio pre-plans and strategises each campaign and adds it to a year planner. The Studio creates campaigns that include canvassing cards, digital cards, eye-catching HTML emails, corporate ad layouts, display or window cards and e-mail signatures. Having these campaigns collectively circulated nationwide at the same time creates high impact marketing and offices nationwide will benefit individually.



SOCIAL MEDIA

An integrated social media policy is vital to having an audible voice in the digital era on the Internet. 84% of B2B (business-to-business) marketers use social media in some form. The Studio acknowledges social media as an effective marketing tool that has assisted in growing our brand and profile and generating exposure and awareness of key properties in our portfolio.

FACEBOOK - With any Facebook advert, you can choose the audiences you want to reach by selecting the fields applicable to your audience by location, age, gender, interests and more. Since they are identified as having similar interests or values will more than likely 'Like' and 'Follow' your Facebook page. The Studio is very hands-on in terms of strategising and developing Facebook campaigns that appeal to our audience. All Fine & Country business pages are used to create dialogue and interaction with the public keeping Fine & Country top-of-mind within the industry. The Studio provides training and guidelines on how to utilise this platform to its full potential.

YOUTUBE - As the second largest social media platform worldwide, the power of YouTube as a branding and marketing tool cannot be denied. The Fine & Country South Africa YouTube channel showcases videos of luxury properties, TV clips, Fine & Country events and news as well as sharing videos from other channels that align with our strategy and that are deemed interesting and engaging for our audience. The Studio adapted our e-mail signatures and HTML emails to include a YouTube link. This had the desired effect of collectively driving a large number of people to view our channel thereby increasing the channel's rankings. The Studio hones in on the importance of key descriptions, eye-catching titles and vital tags that all count toward increasing a video's rankings, searches and views. The ability of the Fine & Country website to create 'Videoettes' (image-based digitised videos) of luxury homes is a key point of distinction that is well-suited to YouTube.

INSTAGRAM - Instagram is a social network platform that has exploded with followers and communities, all coming together on one digital platform for the sole purpose of sharing photos and stories. Created for the millennial generation, Instagram is purely mobile enabled meaning you cannot post to it using a desktop or laptop computer. Instagrammers are mobile and rely heavily on visually rich content to catch their attention. The Studio has launched the Fine & Country South Africa Instagram account with a view to generating additional exposure for our exceptional homes, allowing our audience a very privileged view at some of South Africa's finest real estate - all woven together with interesting stories and not to be ignored hashtags or geotags.

TAILOR-MADE VIDEOS - If a picture says a thousand words, video says a million. Being seen in amongst the overload of visually appealing material out in cyberspace these days is a challenging task but one that the Studio is well ahead of. The Studio is able to create engaging and informative content across a broad range of topics and lifestyles and ultimately allowing you to compete effectively in the digital world, while driving traffic to your social media platforms and micro-site. The Studio generates property videos specifically focused to present listings to foot traffic at events and national property exhibitions.

BLOG - Everyone on the world-wide web these days has an opinion on everything. In a realm of everyone's technological voices how do you stand out? The Studio uses WordPress, the easiest and most powerful blogging tool and content management system in existence today, to give a voice to industry-related articles as well as promoting lifestyle-rich content and property features.

SEO ARTICLES - Being found online is only as easy as to how effective your SEO (Search Engine Optimisation) strategy is. Being ranked the best on Google search pages takes skill, know-how and patience. The Studio has partnered with social media experts iLead to implement a strategy to achieve top page rankings in our spheres of operations for all our offices.



MARKETING PROPOSALS

The Studio offers a comprehensive strategy in terms of out-competing your opposition for exclusive instructions with the use of customised marketing proposals. The Studio assists the Licensee in identifying the **WHO, WHAT, WHERE, WHEN** and the **WHY** before creating a bespoke marketing strategy specifically targeted at achieving the clients' goals and objectives. The marketing proposal includes a breakdown of key objectives and goals of the marketing strategy, the duration of the campaign, the elements to be included in the campaign as well the estimated cost of these elements. The Studio will also assist in the campaign's implementation and execution.

OUTDOOR MEDIA

Research shows that 70% of people spend most of their time out of home. With your target audience spending increasing amounts of time outside, the Studio is able to create distinctive outdoor signage that will capture the passing traffic's attention and create wider exposure of your office. The Studio has the expertise in knowing how to create the highest impact with this type of media.



ADDITIONAL SERVICES

In line with the Studio's mission to provide you with every service your business could possibly need to be successful, we have a number of items whereby we can customise or tailor a specific tool in order to assist your marketing effectiveness.

DEVELOPMENTS - The Studio has been involved in many developments from the pitching stage right through to the sale of the last available property within the development as well as the re-sale of units. The Studio can assist with proposals to the developer as well as implementation of the proposal and reporting.

EVENTS & EXHIBITIONS - the Studio recognises events as a cornerstone of a successful marketing strategy and is able to assist our offices with the full board of services from banners to invites, to social media campaign management, event planning, advertising and other marketing-related materials. The Studio creates all the marketing material for every Head Office exhibition and is perfectly suited to assisting offices with their own local exhibitions.