

## Creating a new PR angle for a commercial office

*"I think it is an absolutely stunning article"*

Simon Glover  
Walton Homes



*"This was an inventive piece of PR giving prime position to an out of town building when traditionally only city centre commercial offices would have been considered for the cover story."*



Marketing know-how

*"The editorial engaged the readership and we received a lot of valuable enquiries on and awareness of the property as a result, which is now let."*



Inspirationally

*"Well done, great coverage – the article and front page! If this doesn't produce calls no amount of paid for advertising will."*



Delivered



WALTON HOMES

### Our Client:

Walton Homes is a Staffordshire based residential and commercial property developer. As part of a mixed use development in Kingsbury, Walton Homes renovated and converted a disused barn into new office space and were looking to attract a suitable tenant.

### Marketing Challenge:

To generate editorial coverage in the Birmingham Post's main commercial property supplement in order to increase awareness of the availability of a barn conversion office space to a target audience of potential occupants.

### AdStorm's Solution:

AdStorm researched and focussed on the historic value of the barn conversion and its connections to Domesday Book and Lady Godiva to create an interesting and newsworthy angle to separate what otherwise could have been viewed as a conventional office space from the competition. A photo shoot was organised on the Lady Godiva theme, with supporting photography sourced from local historians along with editorial written to support both the history of the location and the contemporary benefits of the office space.

The office secured the front cover of the commercial property supplement and an additional full colour double page spread inside using the information AdStorm supplied verbatim, giving three pages of coverage, more than any other building or feature in the rest of the supplement and with a space value in excess of £5000.00.