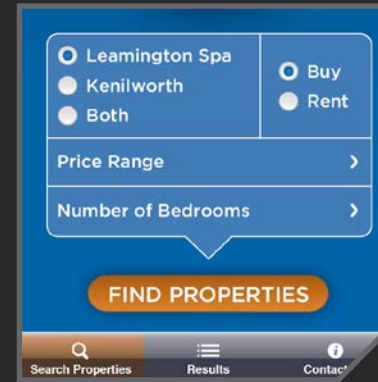


LAB ANALYSIS



KNIGHT & RENNIE OVERVIEW

Ad Aw Br Cl Ex Gr Ic

ENTER

KNIGHT & RENNIE OVERVIEW



REBRAND
SIGNBOARDS
STATIONARY

WEBSITE
APP
ADS

THE BRIEF

Knight & Rennie are perhaps the most innovative, bold estate agents in Warwickshire and needed a fresh brand identity to match. With so much stuffiness and antiquity associated with the Leamington property market they needed a move away from their current look and feel.

THE CHALLENGE

Standing out from the crowd is important in any market, but none so critical as Warwickshire's property market. There are 11 agents along one street alone in Leamington, so we've always strived to offer the extra in everything we do for Knight & Rennie, always thinking outside the box.

[SEE MORE WORK FOR KNIGHT & RENNIE](#)

[@ GET IN TOUCH](#)

[BACK TO WEBSITE](#)



Fresh, vibrant, experience with a modern approach; everything you need from an estate agent. And their identity.

KNIGHT & RENNIE STATIONERY



Shifting from blue and gold to blue and bright orange, the bold look and feel translated to the stationery and other collateral.

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TO LET



01926 857595
www.knightandrennie.com

FOR SALE



01926 430555
www.knightandrennie.com

AUCTION



01926 430555
 www.knightandrennie.com

SOLD BY

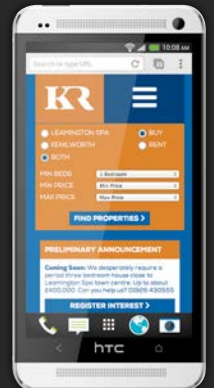
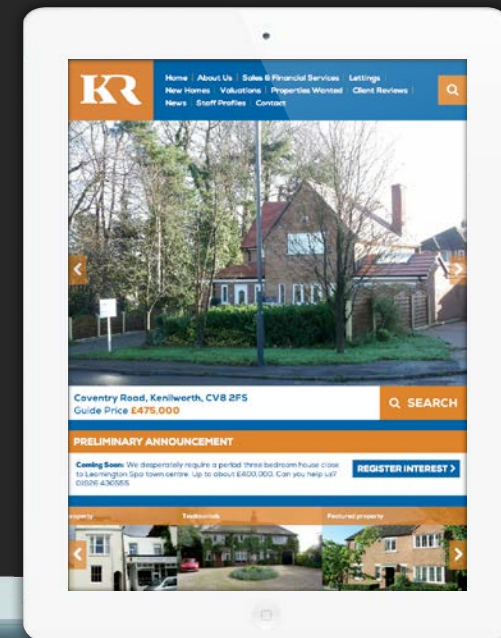
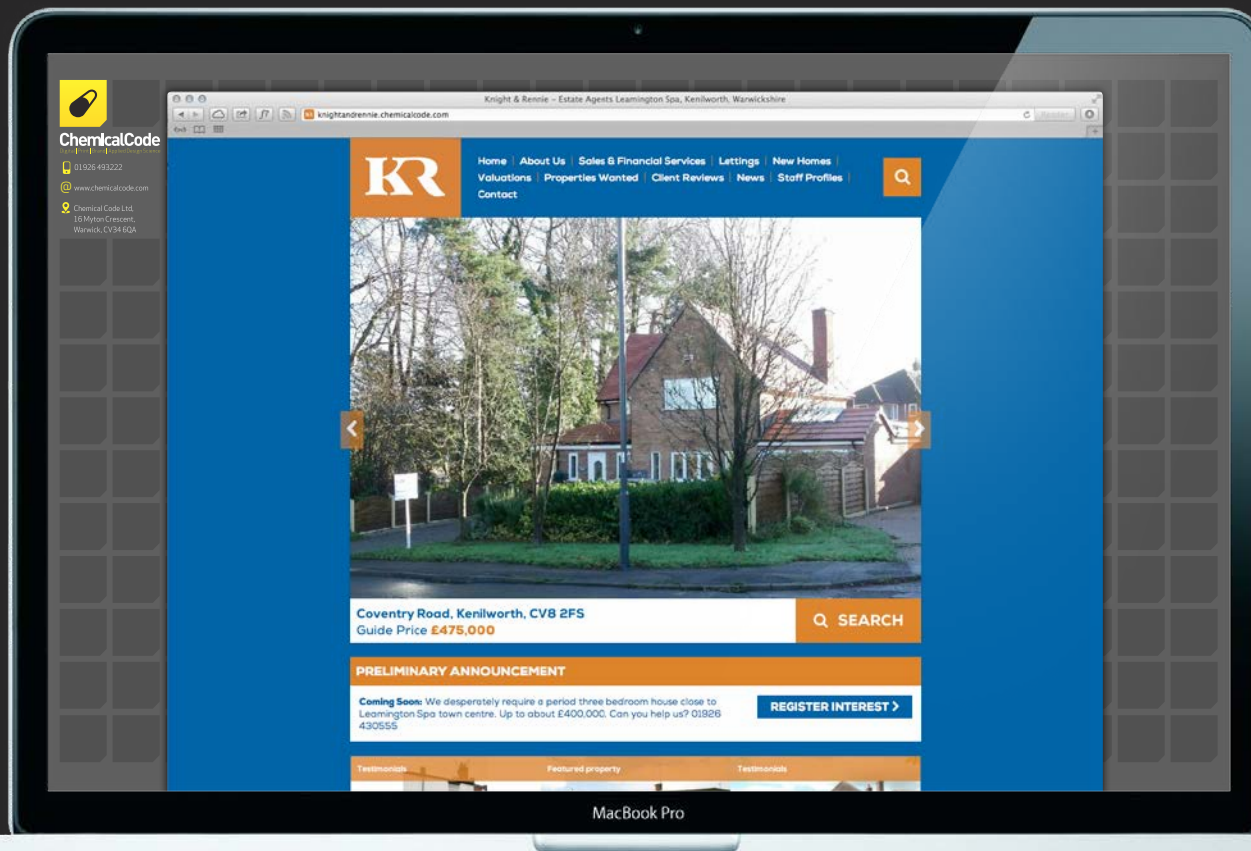
SOLD SUBJECT TO CONTRACT



01926 430555
 www.knightandrennie.com

Printed as a bright spot colour on their boards, we took ownership of the colour orange in Warwickshire's property market, head and shoulders above the rest.

KNIGHT & RENNIE WEBSITE



The website has been updated to a responsive layout, meaning it adapts to suit whatever device you're viewing it on. A comprehensive property search whether on desktop, tablet or mobile.

 SEE MORE WORK FOR KNIGHT & RENNIE

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KNIGHT & RENNIE IPHONE APP



Always one step ahead of their competition, we developed a bespoke iPhone app with Knight & Rennie, simplifying and enriching the 'on-the-go' property search.

[SEE MORE WORK FOR KNIGHT & RENNIE](#)

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[BACK TO WEBSITE](#)

Mary Portas didn't ask us
if we would like to take part
in 'Secret Shopper'

But if she had,
we would have
told her...

...every viewing is
accompanied by a
team member with
at least 5 years
experience and the
viewing feedback is
given to the owner
the same day!

**Setting
the standard.**



We have a lot of pun (ahem, 'fun') with the press ads.

A notable campaign was the Mary Portas ad; conceived on a Sunday night, in the shop window by Monday lunchtime... much to the dismay of Portas' people. But we knew the line and crossed it to beneficial effect.



More puns than a Sun headline - we made sure the ad hit the papers before the horse had bolted.

SALES TOOLS

**Sometimes all you need is a lick of paint to
get your house ready to put on the market.**

If you don't have the time or the tools,
our maintenance team can advise and take
care of the finishing touches to ensure you
get the best possible price for your property.

Jovial ads aside, we also flex our copywriting
and typographic skills to powerful effect.

There are lots of
great statements we
could make, but we
prefer to give these
ones out instead.

DATE	PAID BY	REF	MONEY IN
18 JUN 2012	Knight & Rennie Managed Lets		£800.00
18 JUL 2012	Knight & Rennie Managed Lets		£800.00
18 AUG 2012	Knight & Rennie Managed Lets		£800.00
18 SEP 2012	Knight & Rennie Managed Lets		£800.00
18 OCT 2012	Knight & Rennie Managed Lets		£800.00
18 NOV 2012	Knight & Rennie Managed Lets		£800.00

Managed Lets,
made manageable

Leamington Spa 01926 430555
Kenilworth 01926 857595



www.knightandrennie.com
Setting the Standard



The managed lets ad returned results within a week,
prompting a follow-up campaign asking for more!

KNIGHT & RENNIE ADS



Did we mention Oliver's face?


We've had great fun producing topical 'facelifts' for the staff's email signatures, website profile pics and even the Rightmove ads. The brand identity echoes Knight & Rennie's bold, adventurous approach and means we can push things a little further than some clients would normally dare!

[SEE MORE WORK FOR KNIGHT & RENNIE](#)

[GET IN TOUCH](#)


[BACK TO WEBSITE](#)

KNIGHT & RENNIE TESTIMONIAL



One of the first projects the team produced for us was our rebrand - which has to this day been very effective, boldly standing out from the crowd. They really 'get' our business and quite importantly our humour; developing some great ads for us which have proven a solid ROI.

Chemical Code are quick and proactive, but most of all they offer us a service that we rely on every day - we know they won't let us down.



OLIVER KNIGHT
DIRECTOR
KNIGHT & RENNIE



Digital | Print | Brand | Applied Design Science



© 2013 CHEMICAL CODE LTD. COPYRIGHT EXISTS
ON ALL PRESENTED IDEAS. THIS APPLIES TO
ALL CREATIVE CONCEPTS, ARTWORK, STYLES
INCLUDING THE 'DRAWING OF INSPIRATION' FROM
SUCH CREATED CONCEPTS, ARTWORK AND STYLES.

BACK TO START