

## LAB ANALYSIS



# SITU BRAND DEVELOPMENT AND WEBSITE

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ENTER

# SITU

## BRAND DEVELOPMENT AND WEBSITE



### THE BRIEF

Situ was established by 5 leading West Midlands estate agents who wanted to offer an alternative to RightMove, with a focus on quality properties for sale or rent.

They needed the brand identity and launch collateral creating as well as the website itself...

### THE CHALLENGE

To compete against the major property search sites requires an understanding of the market as well as how each agent's sites handles the property feeds. Having worked on a few estate agents websites already, we rolled up our sleeves to see how we could build, and better the current competition's sites.

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# SITU

## BRAND DEVELOPMENT AND WEBSITE

The first stage was to develop the identity itself. We knew it would mostly be seen in conjunction with all the estate agents logos, so it needed to be simple, clean and bold — but not too fussy as to be overpowering when 'in situ'.

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A subtle navigation arrow dotting the 'i' alludes to the search aspect, whilst the typeface itself is clean and modern with a touch of character - much like the 5 directors!





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# SITU BRAND DEVELOPMENT AND WEBSITE



 <b>STONEHOUSE CLOSE, CUBBINGTON</b> <b>£285,000</b> <b>3</b> <b>2</b> <ul style="list-style-type: none"> <li>■ Much improved and extended end town house</li> <li>■ Consistently sought after village location</li> <li>■ Three double bedrooms</li> <li>■ Family bathroom and en-suite</li> <li>■ Living room, dining room and study</li> <li>■ Large corner plot</li> </ul>	 <b>WASHBOURNE ROAD, WHITNASH</b> <b>£199,950</b> <b>2</b> <b>1</b> <ul style="list-style-type: none"> <li>■ Semi detached bungalow</li> <li>■ Popular location within Whitnash</li> <li>■ Two double bedrooms</li> <li>■ Living room and kitchen</li> <li>■ Conservatory, shower room</li> <li>■ Driveway and attractive rear garden</li> <li>■ No Chain</li> </ul>
 <b>LILLINGTON ROAD, LEAMINGTON SPA</b> <b>£250,000</b> <b>3</b> <b>2</b> <ul style="list-style-type: none"> <li>■ Spacious apartment in recently converted Victorian Mansion house</li> <li>■ North Leamington Spa (Lillington Road)</li> <li>■ Excellent amount of storage space</li> <li>■ Large living room</li> <li>■ Fully fitted quality kitchen</li> <li>■ Shared gardens and allocated parking</li> </ul>	 <b>THE MANOR HOUSE, AVENUE ROAD</b> <b>£249,950</b> <b>2</b> <b>2</b> <ul style="list-style-type: none"> <li>■ Spacious top floor duplex apartment</li> <li>■ Successful period conversion, circa 1100 sq ft</li> <li>■ Two large double bedrooms</li> <li>■ Bathroom and en-suite shower room</li> <li>■ Allocated parking space</li> <li>■ Easy access to the town centre and railway station</li> </ul>

we're in **situ** are you?
situhomes.com – the Midland's premier property website

[knightandrennie.com](http://knightandrennie.com)
Setting the Standard

We created a series of filler ads for the agent's newspaper listings...

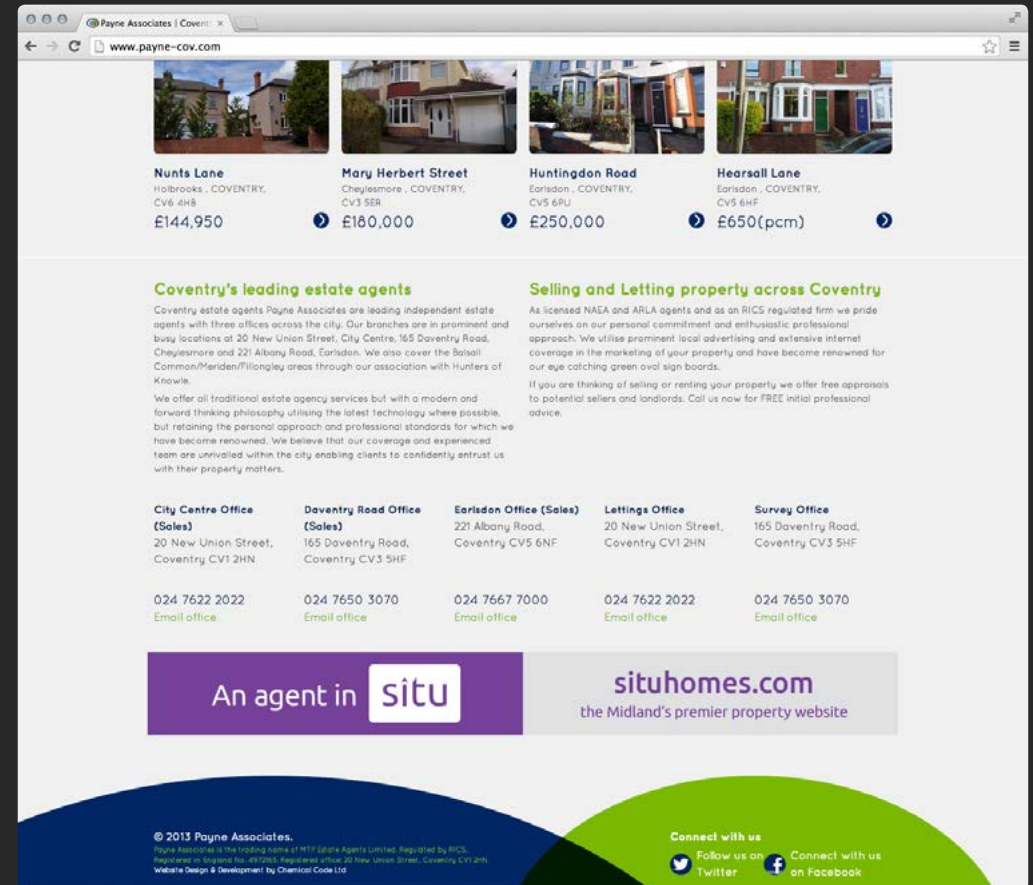
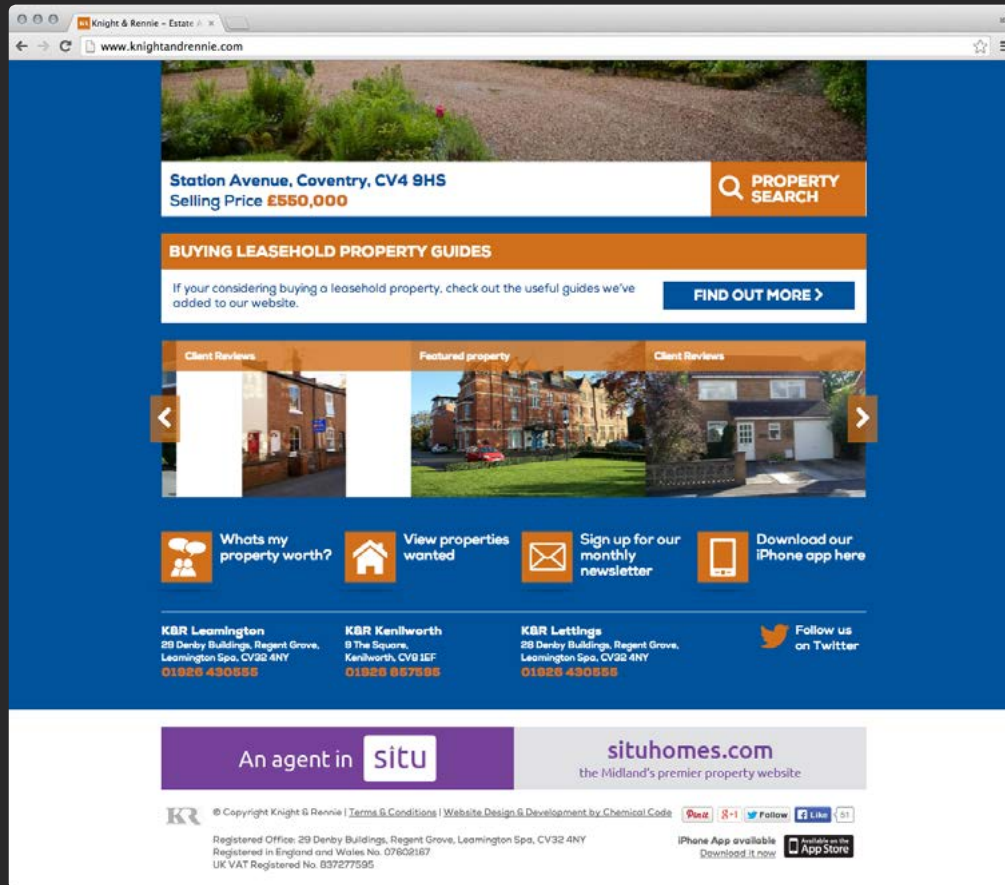
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# SITU BRAND DEVELOPMENT AND WEBSITE



...each agent's website...

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# SITU BRAND DEVELOPMENT AND WEBSITE



**situhomes.com**

**the Midland's premier  
property website**

Sell your home using the most  
powerful marketing group with  
26 offices across the Midlands

**We're in Situ – are you?**

**Over 2,500 properties for sale or to let  
through 26 offices across the Midlands**



Situ Limited is a new company formed by a  
group of leading estate agents in Birmingham,  
Solihull, Coventry, Sutton Coldfield, Tamworth,  
Lichfield, Leamington Spa, Kenilworth, Redditch,  
Henley in Arden, Bromsgrove and Droitwich.

The new company offers vendors a much wider  
opportunity to find buyers from across the  
Midlands region through some 26 offices and  
the existing websites of all participating agents.

Buyers can access a wider choice of properties  
on smart phone, tablet or computer through  
our responsive website [www.situhomes.com](http://www.situhomes.com)



**more buyers, more choice – in Situ  
visit [situhomes.com](http://situhomes.com)**



the Midland's premier  
property website  
[situhomes.com](http://situhomes.com)

Over 20 offices  
throughout the Midlands

Head Office  
1524 High St, Knowle,  
West Midlands B93 0JU

Registered in England No. 123 456 7  
VAT Registered No. 123 456 7

...as well as flyers, posters and stationery for the agents premises.

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## SITU BRAND DEVELOPMENT AND WEBSITE

```
// Title
if(jQuery('#sellingYourHomeForm #sellingTitle').val().length==0){
    valid = false;
    msg+= '<p class="msg">&#160; Enter your title</p>';
    jQuery('#sellingYourHomeForm #sellingTitle').addClass('alert-error');
    jQuery('#sellingYourHomeForm #sellingTitle').focus();
    jQuery('#sellingYourHomeForm #sellingTitle').blur();
}else{
    jQuery('#sellingYourHomeForm #sellingTitle').removeClass('alert-error');
}

// Firstname
if(jQuery('#sellingYourHomeForm #sellingFirstname').val().length==0){
    valid = false;
    msg+= '<p class="msg">&#160; Enter your firstname</p>';
    jQuery('#sellingYourHomeForm #sellingFirstname').addClass('alert-error');
    jQuery('#sellingYourHomeForm #sellingFirstname').focus();
    jQuery('#sellingYourHomeForm #sellingFirstname').blur();
}else{
    jQuery('#sellingYourHomeForm #sellingFirstname').removeClass('alert-error');
}

// surname
if(jQuery('#sellingYourHomeForm #sellingSurname').val().length==0){
    valid = false;
    msg+= '<p class="msg">&#160; Enter your Surname</p>';
    jQuery('#sellingYourHomeForm #sellingSurname').addClass('alert-error');
    jQuery('#sellingYourHomeForm #sellingSurname').focus();
    jQuery('#sellingYourHomeForm #sellingSurname').blur();
}else{
    jQuery('#sellingYourHomeForm #sellingSurname').removeClass('alert-error');
}

// Email Address
if(!validateEmail(jQuery('#sellingYourHomeForm #sellingEmail').val())){
    valid = false;
    msg+= '<p class="msg">&#160; Enter your email</p>';
    jQuery('#sellingYourHomeForm #sellingEmail').addClass('alert-error');
    jQuery('#sellingYourHomeForm #sellingEmail').focus();
    jQuery('#sellingYourHomeForm #sellingEmail').blur();
}
```

The main challenge was the site itself. The import mechanism we developed for Situ was designed and built to work seamlessly with estate agents existing systems, allowing them to send us their data in accepted industry standard formats the same way they would if sending to any other property portal.

As the site was built with growth in mind, we needed to cater for any feed, rather than asking every agent and system to spend time adjusting their feed to suit us.

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# SITU BRAND DEVELOPMENT AND WEBSITE



We also wanted to have an advantage over RightMove, Zoopla et al  
- by building a responsive site - so no need for costly apps.

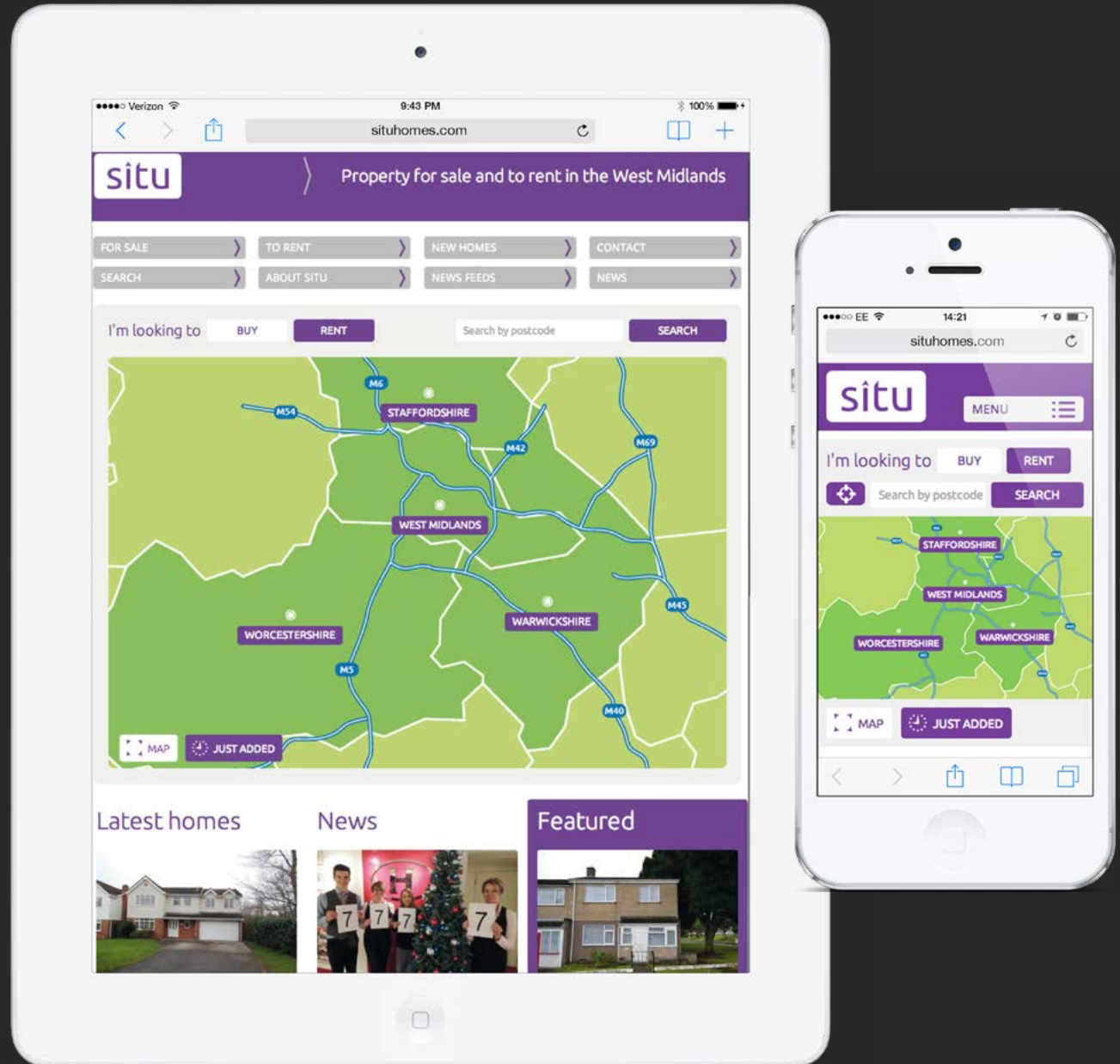
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# SITU BRAND DEVELOPMENT AND WEBSITE

We built a custom property search engine which allows users to locate a suitable property to buy or rent through the map, by postcode or by geolocation, all within a responsive framework so the user experience is the same whatever the device.



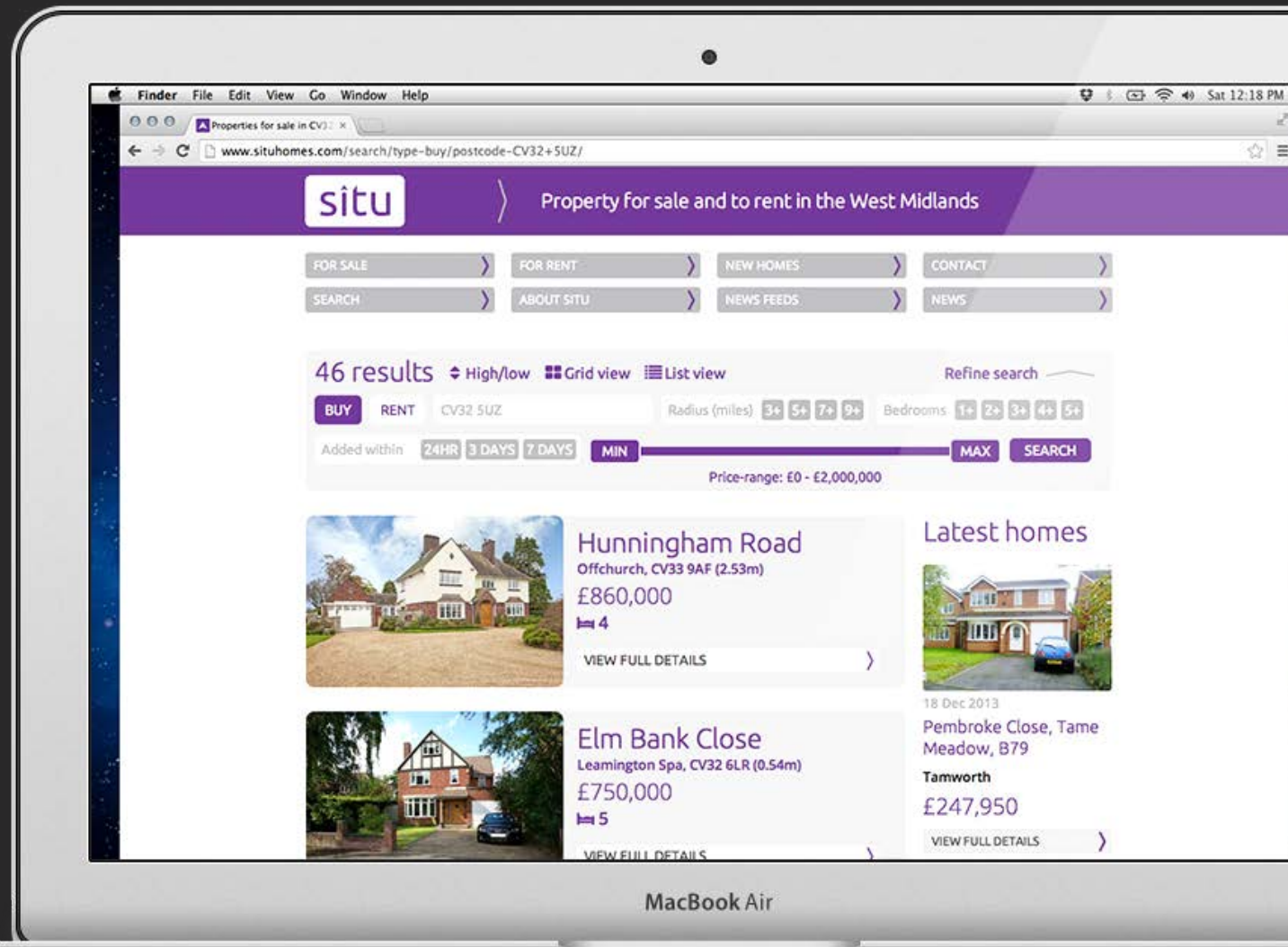
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# SITU BRAND DEVELOPMENT AND WEBSITE

We also developed an advanced refine search function...



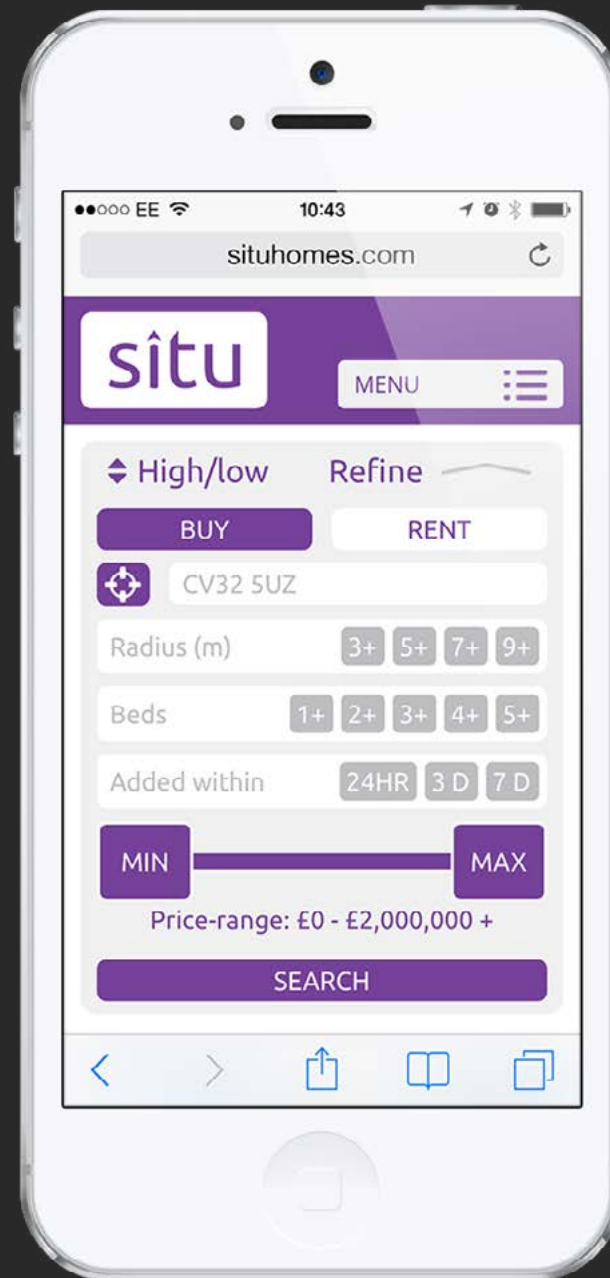
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...with the same easy user  
experience across devices.



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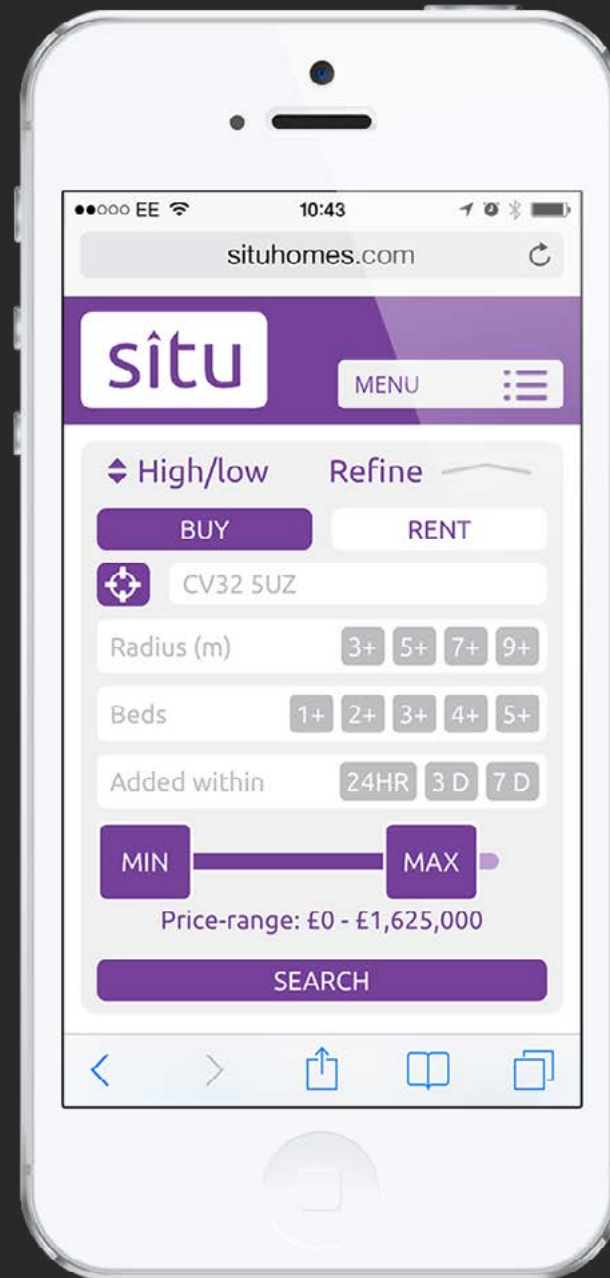
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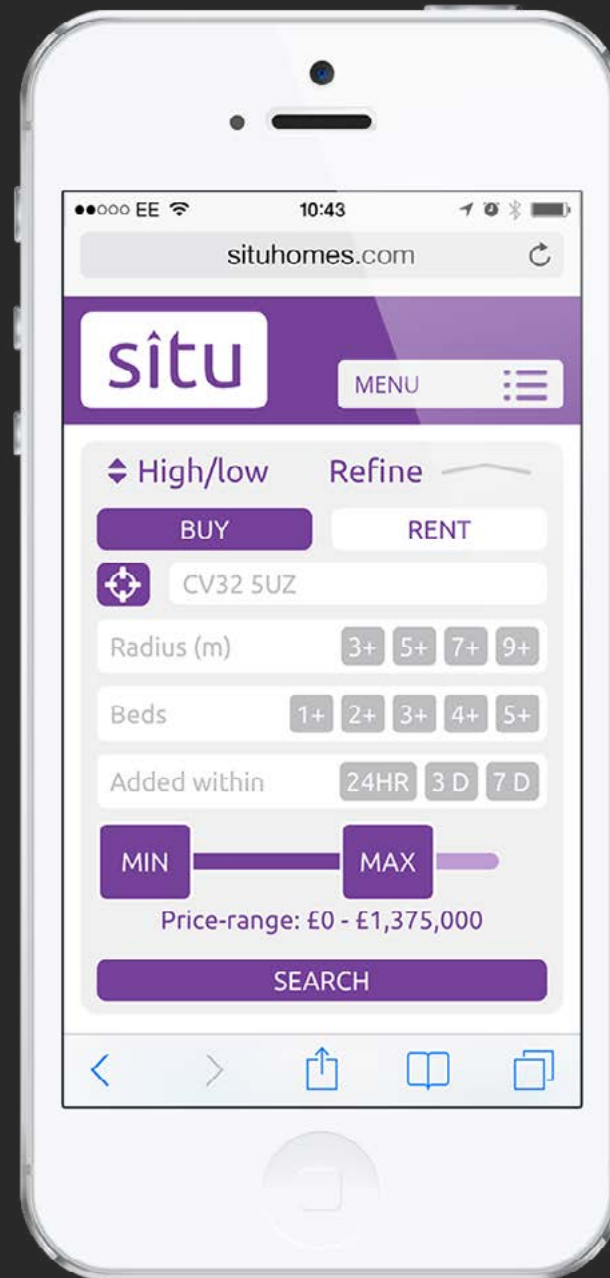
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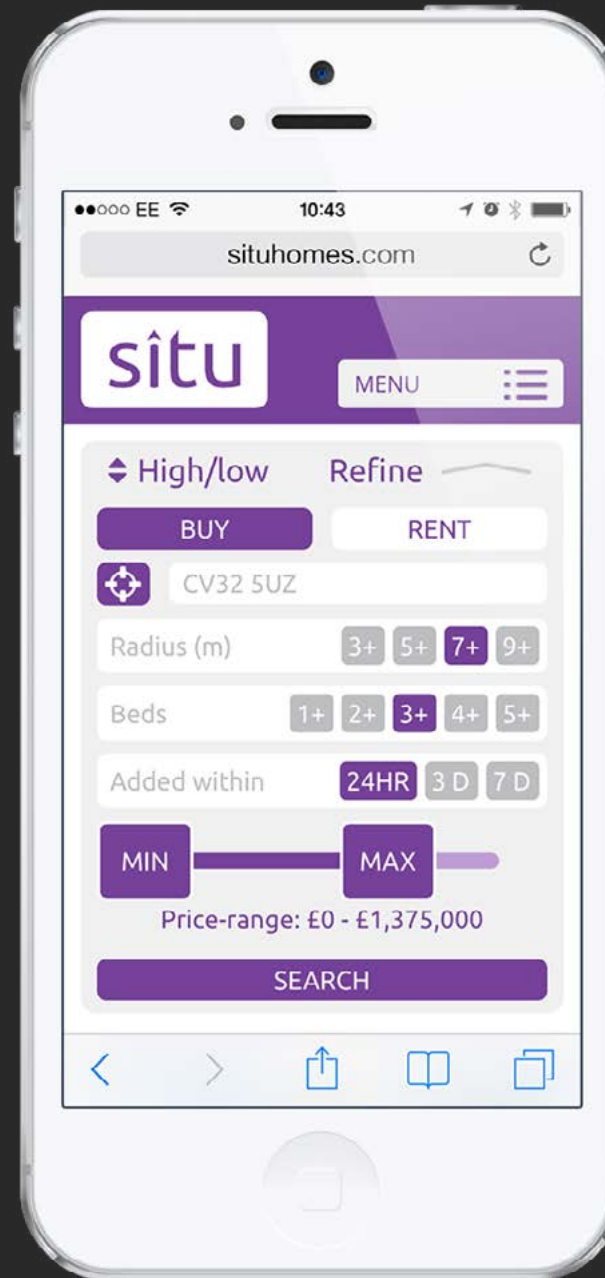
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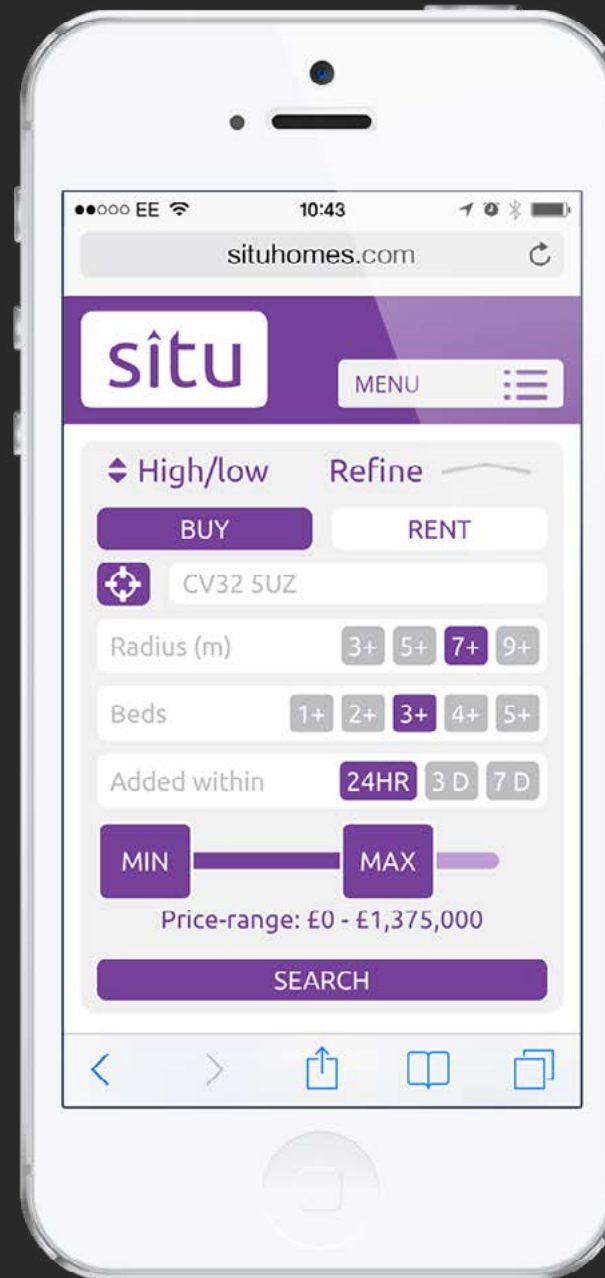
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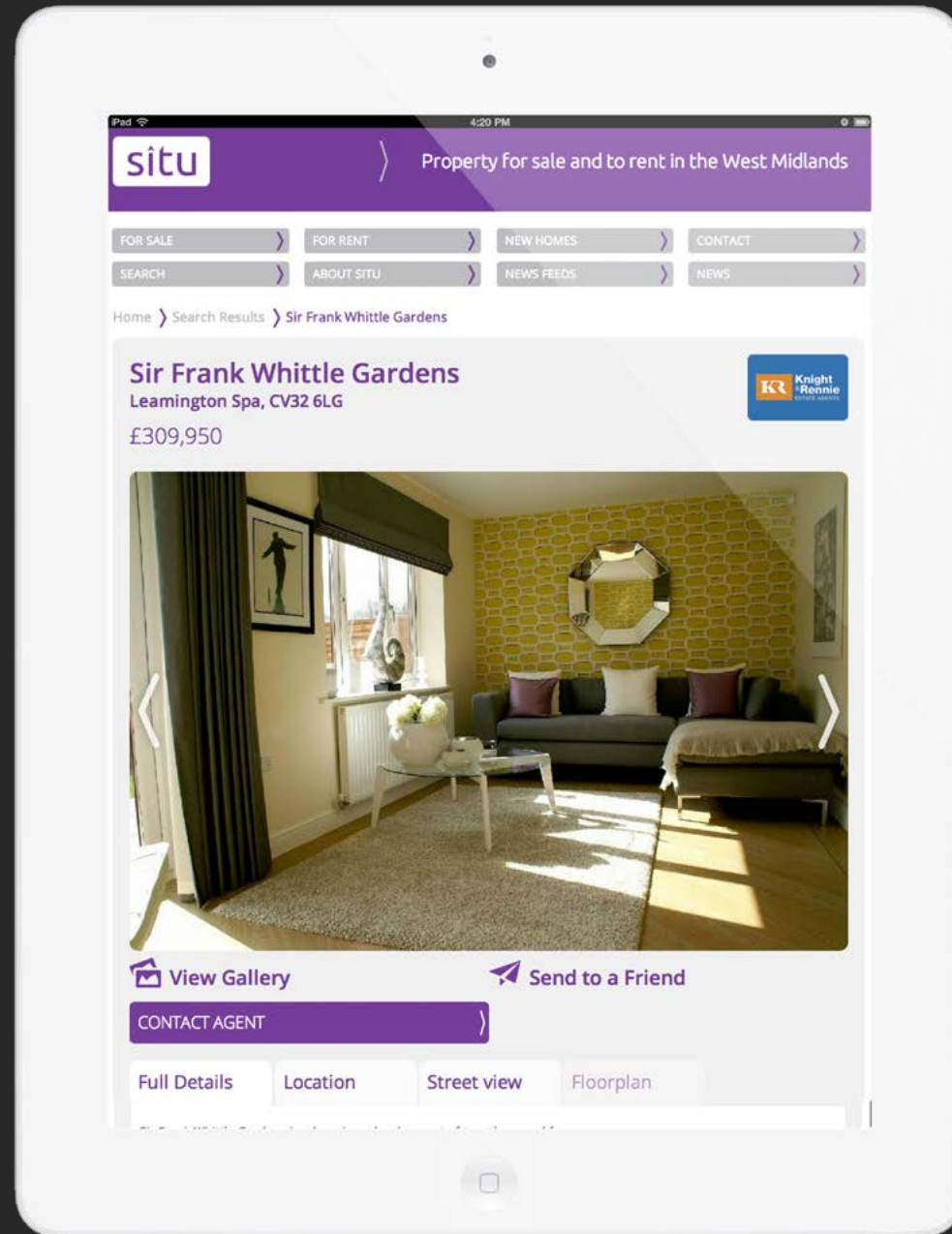
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# SITU BRAND DEVELOPMENT AND WEBSITE

We also wanted to get property imagery as big as possible, with a touch-enabled gallery - first impressions of a house are as important as the price.



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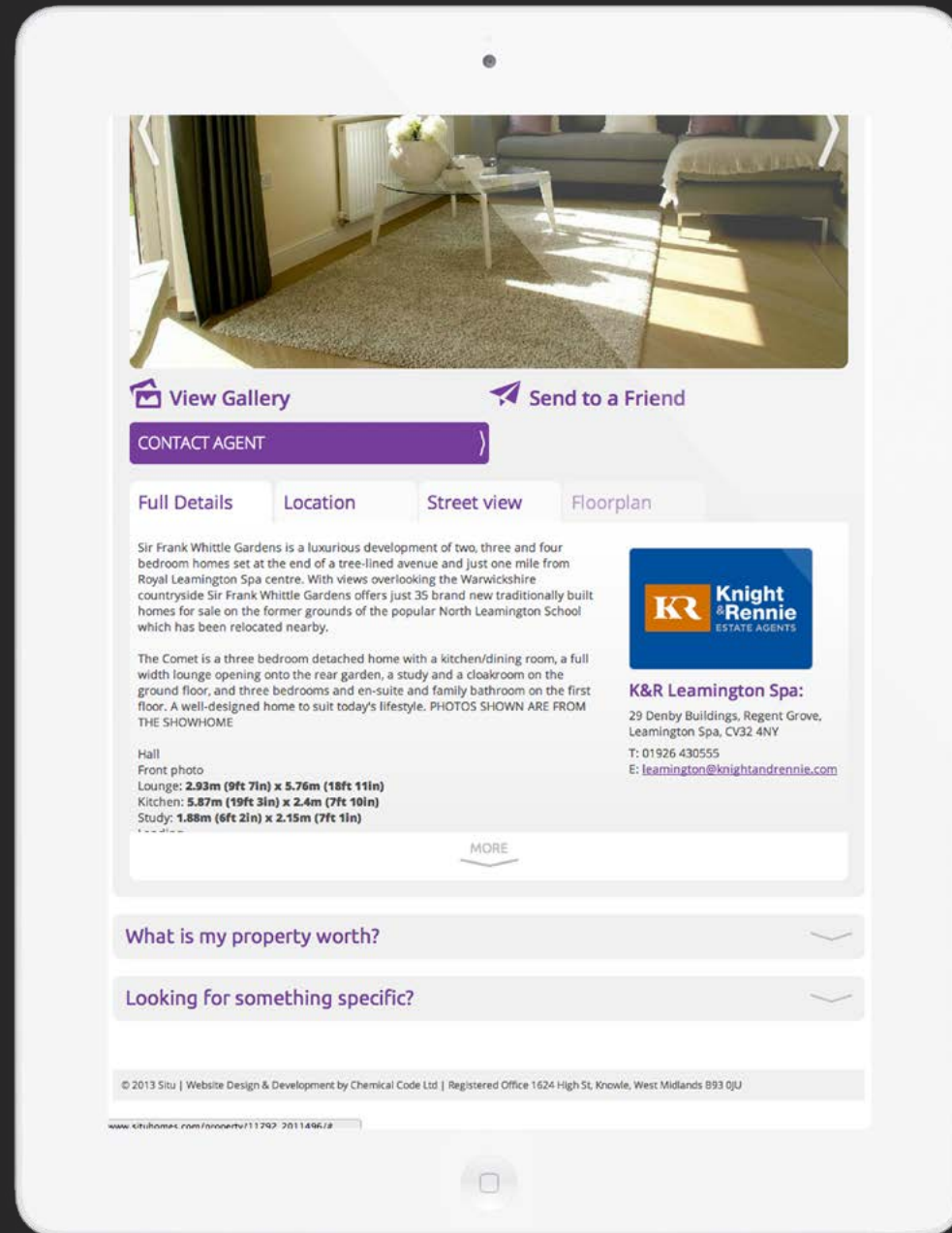
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# SITU BRAND DEVELOPMENT AND WEBSITE

Users can obtain a high level of information about individual properties through detailed descriptions, photo galleries, zoomable floor plans, location map and Streetview integration via Google Maps, as well as EPC information.

Enquiries and Requests to view are routed directly to the appropriate Agent via the website.



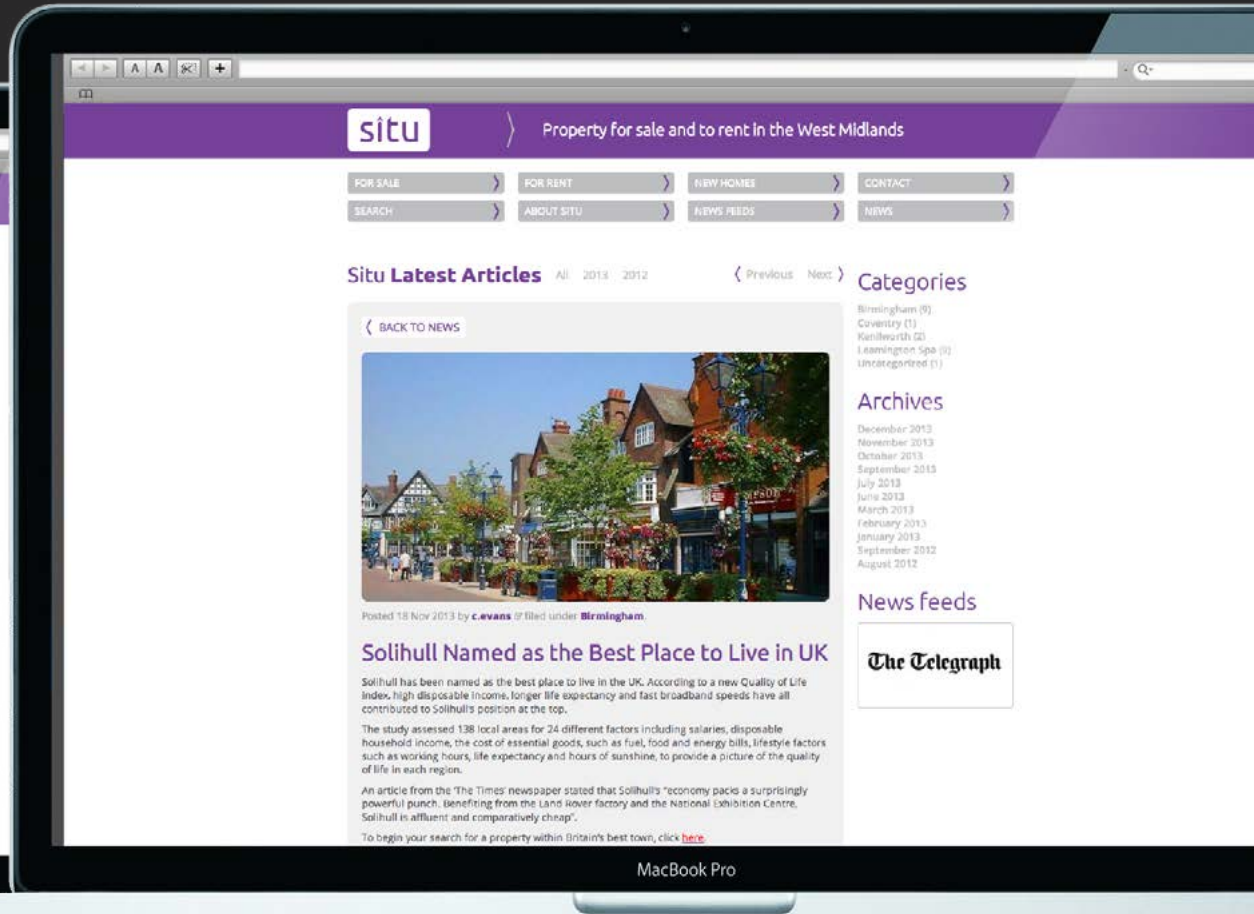
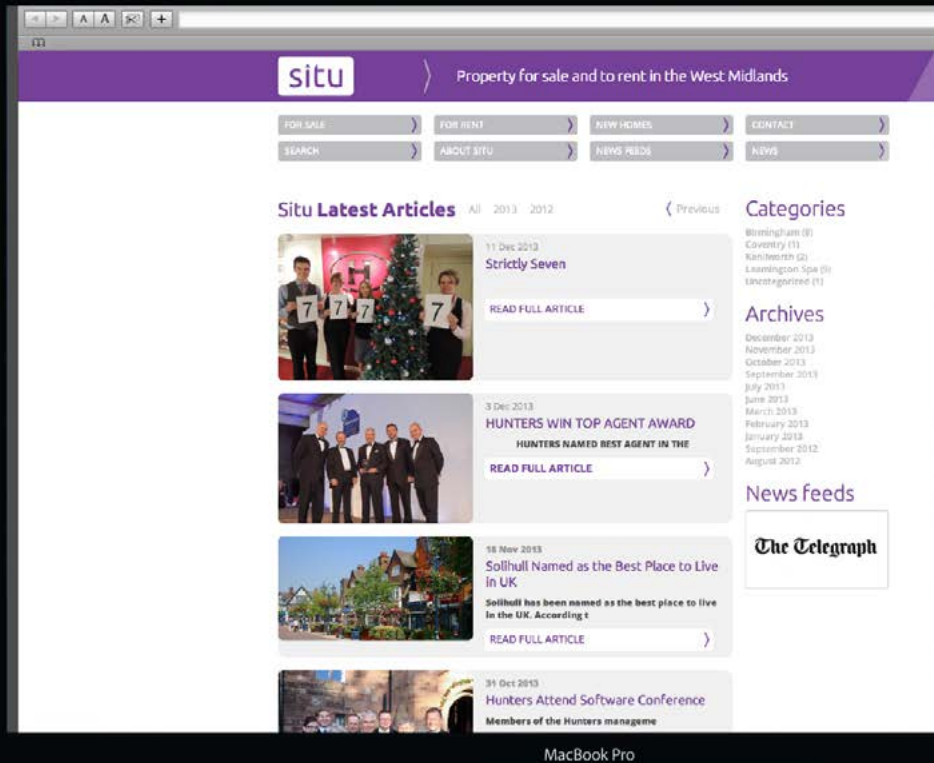
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# SITU BRAND DEVELOPMENT AND WEBSITE



News feeds from each agent help generate site content - essential SEO practice.

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# SITU BRAND DEVELOPMENT AND WEBSITE

Whilst the search functionality was custom built and property information is automated from the agent's property feeds; the rest of the site is built within a WordPress CMS, allowing the it to grow easily as new agents are integrated into the existing flexible system.



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I have always felt that a partnership between like-minded high quality estate agents strategically placed in non-competing locations could form a powerful alternative marketing opportunity for vendors and purchasers alike.



**JOHN OZWELL**  
CHAIRMAN  
SITU



Digital | Print | Brand | Applied Design Science



© 2012 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