



FITZ-GIBBON

PEOPLE, PROPERTY, PEACE OF MIND

A far reaching brand and business repositioning
for a leading property company.

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Leading corporate residential letting agents Fitz-Gibbon recognised that as their markets in the UK and across the world continued to grow it was important to understand what they were doing well and how they could improve on their successes.

Fitz-Gibbon appointed MYBRAND to carry out extensive research to establish how they were perceived, what people appreciated most about their services and identify areas where they could improve.

We found that people were impressed with the level of detail Fitz-Gibbon provided relating to the broadest range of property matters. We were told that their staff went out of their way to be helpful. The training and qualifications Fitz-Gibbon staff gain were viewed as a real asset in enabling them to deliver the highest levels of service across all areas of the business.

In addition, Fitz-Gibbon's role representing their industry in legislative issues and in the media has resulted in them being seen as true industry leaders.

However, we were also told that the existing Fitz-Gibbon brand and communications were no longer in keeping with the best of their services or reflected their true values.

Fitz-Gibbon has a strong market presence appearing regularly in national and international press and key industry titles and competes in an international and incredibly crowded marketplace. It was essential that the new brand and communications worked to differentiate Fitz-Gibbon from their competitors and distinguish their clients' properties from the many others on offer.

The brand we have subsequently created for Fitz-Gibbon is founded on the idea of the 'concierge': knowing what the client needs almost before they do, providing the right levels of information, the appropriate levels of service and all in the most timely manner.



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We created a new landmark which reflects the style and quality of service provided and a housestyle which is highly individual and distinctive within their marketplace.

We have created environments and internal customer flows in their sales offices that reflect the idea of the concierge service. The window displays are unique and balance the communication of the brand and attitude of the organisation with optimum selling space.

The Fitz-Gibbon website www.fitzgibbon.com is one of their key selling and communication channels with instant updates for new properties, we rebuilt the website from foundations upward, developing new search facilities for the property areas and creating a strong, coherent and highly informative property resource.

We have also created a suite of literature and advertising including the strapline – People, Property, Peace of Mind – which is used across all communications and direct mail materials to further reinforce the new brand to all audiences.

The new brand identity reflects the true Fitz-Gibbon: bold, welcome, precise, consistent and true.

