

# Elderton Homes

## Press Release

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## **Australian Home Builder Elderton Homes Shows How It ‘Made The Right Move’ With Its Recent Rebrand, Celebrating Multiple Category Wins At The 2018 Asia Pacific Transform Awards**

Renowned as one of New South Wales’ leading home builders, Elderton Homes today celebrates its fresh new look after winning two awards at the 2018 Asia Pacific Transform Awards in Hong Kong last night.

The highly competitive Transform Awards recognise the best in brand repositioning, brand development and brand transformation across the region.

The Elderton Homes wins were based on its recent brand transformation, delivered by national branding agency, Traffic. The transformation saw the company undergo an entire rebrand, introducing a new contemporary look across all assets in addition to new brand positioning and campaign direction, ahead of its upcoming tenth birthday in 2019.

Elderton Homes was awarded Gold for ‘Best External Stakeholder Relations During a Brand Development Project’ and Highly Commended for ‘Best Creative Strategy’, alongside major institutions including Westpac, Sun Life Financial and Zalora to name a few.

Richard Whitehead, Managing Director and Founder, Elderton Homes, says the awards are an enormous honour especially given the challenge of wanting to evolve, yet not tarnishing the existing roots and values of the company.

“Rebranding Elderton Homes was an incredibly challenging task, so receiving international recognition for not only the evolution of the brand but the strategy, implementation and communications associated with it, is a huge win for our team. Companies and brands need to evolve but for our brand it was important to grow in a way that paid homage to our clientele. We wanted a fresh new look and feel representative of both our unique approach to home building and the digital age we live in.”

A considerable part of the challenge Elderton Homes faced with its rebrand was balancing its strong history with modern, digital innovation.

John Castellano, General Manager of Sales & Marketing for Elderton Homes, who led the rebrand said: “We took a very customer-centric approach to the design and messaging, which reflects the customer journey of discovering and purchasing or rebuilding a new home in line with our brand values, whilst still giving us an edge. Creating something that hinted at both the future vision of the brand whilst evoking a

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personal connection with customers was key. We wanted to stand out and be modern but also pay tribute to our roots whilst also symbolising the personal experience we offer our clients.”

Traffic CEO and Creative Director, Andrew Begg said: “To be recognised with awards for implementation, creative strategy and communications is the icing on the cake for any organisation. It is an ongoing privilege working with the Elderton Homes family, who have trusted and supported our team in helping them to evolve. I believe we have created something bold, authentic, recognisable and inspirational.”

This is not the first international win for Elderton Homes’ rebrand, with the company also celebrating winning Silver for ‘Graphic Design – Three Dimensional’ at the 2018 **DRIVENxDESIGN** -New York Design Awards last week.

For years, Elderton Homes has enjoyed bringing a fresh approach to the New Home market within metropolitan Sydney, Illawarra, the Central Coast and Hunter regions and its new branding is very much a reflection of this.

The new tagline ‘Made The Right Move’ compliments these values and representations as it takes you through a journey of why the customer has ‘Made The Right Move’ and how the outside world comes to recognise, believe and value what Elderton Homes does as an organisation.

Discover the new look Elderton Homes today via [eldertonhomes.com.au](http://eldertonhomes.com.au).

**-ENDS-**

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