

**DS.EMOTION**

**Brand, Design &  
Digital Communication**

Issue 3

# EXPORT



IMPORTANCE OF PLACEMAKING

# GREAT CITIES ARE LIKE FABULOUS PARTIES

The idea of modern mixed-use property development is built around the concept of Live, Work, Play (LWP) environments. This approach to placemaking is significant for a few reasons. Places are compact, connected, walkable, relatively dense mixed and multi-use sites that are primarily employment-oriented. It is a concept here to stay, and recognising its significance can unlock a wealth of opportunities.

Beautiful public spaces draw people in far more effectively than great parking. Early 20th century planners and traffic engineers designed urban centres to be filled with cars, only because they couldn't predict the unbearable public places pandering to cars would create. Planners are now encouraging cities to re-implement street uses from 100 years ago, ones that favour pedestrians rather than speedy traffic and parking. Obviously, we need efficient streets and adequate parking, but readjusting the balance toward walkers and bikers strategically as part of creative placemaking, we'll attract and retain more people of all ages and families, which is economic development and placemaking of the creative type.

Creative placemaking also has to be inclusive, incorporating arts, culture, and creativity into the planning process to allow for a more genuine public engagement. Great cities are like fabulous parties — people stay because they're having a great time. Exciting public spaces and cultural and creative activity make us feel better about where we live, they change how we live in a city and

can be the reason we choose one place over another.

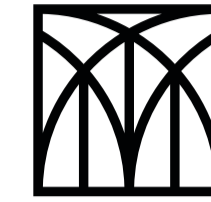
We feel strongly that improving the public realm instantly improves the character of any activities that can be hosted there, and by extension, the quality of our civic lives. Good public spaces are the ultimate expression of democracy in that they provide comfort and delight for everyone.

There are many elements which when combined, create successful places but it's safe to say that the key consideration should be quality public space, multiple transport and housing options, the preservation of historic structures and heritage, arts, culture and creativity, technology, connectivity, and a good mix of uses.

A successful place is also a strong brand, one which communicates its offer and is easily understood by its audience. The brand is ultimately the place itself but the right approach to brand creation attracts the elements that create a place and the brand can be the arbiter of whether a use, activity or event is right for that place.

We are working with a number of clients to help determine place strategies, to understand what the places are developing or redeveloping as their offer, how this is achieved, and creating the collaborations necessary to ensure their success. With this knowledge and insight, we are able to create brands, design the place marketing tools and implement place activation, creating successful places.

Angus Armitage, Director, DS.Emotion



THE ALBERT ESTATE  
MANCHESTER



The Albert Estate  
Best Marketing Campaign: Regional Offices  
Property Marketing Awards 2017



# PLACE ACTIVATION



Resident bee-keeping at Wellington Place, Leeds

Let's create communities within the places that we make. If we really think about the principles of Placemaking, there is further development of each place, once they have been created. This is through the people who live or work here – our residents. If we engage with our residents we will activate or in some cases re-activate our places.

**Where you live matters! The benefits of living in an active community helps those to feel happier at home, spend time outdoors, increase energy levels, feel safe and relax.**

DS.Emotion are specialists in Placemaking and believe there is further opportunity to keep these communities functioning effectively, to ensure that there is a desire to be there. Having worked with key clients, such as Kennedy Wilson, Land Securities, Portman Estate and MEPC we are becoming busier in a sector that we understand and enjoy.

Place Activation is a managed process that will keep people engaged with varying types of events and activity, so that there is something on offer for everybody. It is also, in our view, the key to not only building your community but also sustaining it. When discussing this element of our business, we are commonly asked questions, so to help resolve your curiosity, we have detailed those that often arise...



## Who does this benefit and how?

If each activated place has its own personality, then we can create communities that work with each other and our residents will have the desire to live or work in these places. Neighbours will be given the opportunity to interact and make friends and develop business relationships, ensuring that cool things are always happening on your doorstep.



Resident allotments/urban gardens



## BENEFITS TO RESIDENTS

- Increased concentration and productivity
- Higher levels of engagement
- Increased job satisfaction
- Decreased stress
- Improved sleep and energy levels
- Fun and engaging
- Increased self esteem
- Increased health knowledge



## BENEFITS TO BUSINESSES

- Improved corporate image
- Increased productivity
- Reduced employee turnover
- Increased staff moral and team work
- Invaluable networking opportunities
- Employee wellness
- Higher levels of engagement
- Better communication across levels
- Achieve unified goals
- Creates a community



Wellington Place, Leeds

ACTIVE WORKPLACES AID RECRUITMENT, RETENTION AND ENCOURAGE CREATIVITY. THEY ALSO ATTRACT THE BEST BUSINESSES AND EMPLOYEES, WHILST ALSO ENSURING THE RETENTION OF THEM.

### Landlords & developers

By acknowledging this growing trend, we are able to facilitate the planning, coordination and management of a single event, through to the annual planning. We understand clients' budgets and offer feasible ideas, as well as getting to know the residents and understanding what they want. Deliverability of our events will help to establish the community and in turn increase investment values, simply because people want to be there.



Portman Village, London

### Local businesses - Loyalty cards

A tried and tested method, loyalty cards offer a great platform for local businesses to get exposure of their business by contributing to members only exclusive offers. Not only do residents love hearing about the latest deals but also how well the neighbouring businesses are doing. It's a great way to increase interaction between the neighbourhood allowing everyone to feel part of something bigger.

### Charities - Good causes

DS.Emotion are keen to ensure that all of the benefits of creating these communities have a good cause at their heart and the residents that we have worked with carry a lot of pride when there is an opportunity to give something back. Having created Run Clubs and Christmas Markets with the opportunity to raise money for a suitably partnered charity has arguably helped to create a stronger community spirit.



Towers, Manchester



Portman Village, London

## A STRONGER COMMUNITY

# SPIRIT

ST JAMES'  
PORTMAN VILLAGE  
CHISWICK PARK  
SPINNINGFIELDS

### What is involved?

Each individual place should be viewed through a magnifying glass, to determine its space, personality, and ability to adapt so that we can engage with residents.

DS.Emotion have created relevant events aligned not only to place but also with seasonal relevance. We want residents to feel the benefit of each season within their community. We think outside of the box to create excitement and a desire to get involved in bespoke and original events. We are not restricted to what we can achieve. We aim to be brave, within our clients' brief to ensure we keep ideas fresh and popular, the success of any Place Activation.

### What do DS.E do?

Firstly, we want to know our audience. Residents, business owners and HR functions need a face that is approachable and that they associate with Activation. We get on the ground and talk to these residents, find out what they want to be involved in and then link up the dots to create something that people want to be a part of.

With this information and our client brief, we will create a planner which can be rolled out, using various marketing collateral to ensure the most valuable exposure is achieved.

### How much does it cost?

It really can suit any budget. DS.Emotion work with a variety of clients and within pre-agreed budgets. We are realistic in what we want to create with community activities, which can sometimes just have a need to be managed and coordinated effectively to ensure that they are well executed and attended.

# ANOTHER GENERATIONS



**Back in the 80's;** the days of Thatcher, loads 'a' money, city bankers popping champers from the window of their Ferrari Testarossas and phones so large you could get RSI. From a five minute call to the local bullion dealer the UK had it good didn't it?

Material wealth and flash possessions was the number one objective for the average city slicker in the 80's. If you didn't have it then you either went completely the other way and became a beatnik, Rick Mayall loving Trotskyite, or you did your best to pretend you had 'it' with a display of shoulder pads that would make RoboCop look like a total wimp!

Those were the days when the 'baby boomers' could bask in their prime of life aged 40-50, fighting fit in business, with few worries and plenty of opportunities if you were brave enough. Borrowing

was pretty easy and the banks generally didn't want the keys to your soul if you showed an ounce of enthusiasm for risk or entrepreneurialism.

Following a short, inevitable blip in the early 90's, the recession of 2008/9 hit the UK like a ton of bricks falling from a crumbling property market. Wikipedia paradoxically named this the 'Great' Recession.

I guess it had to happen eventually but I'd rather not dwell on, or remember this particular period with any fondness.

**MATERIAL WEALTH WAS THE NUMBER ONE OBJECTIVE FOR THE AVERAGE CITY SLICKER BACK IN THE 80'S**



*Millennials;*  
The people who now value experiences over possessions

The output from these periods, whether you consider them to be good or bad, is the; what we refer to, as the glittering 'Millennial'. This new generation, roughly born between the early 80's to early 2000's putting them at between 17 to 37 years old. These people may have witnessed, in their formative years, the excesses of the 80's and the anxiety of their parents in the late 2,000's and I believe this has shaped them into a new type of people - A generation of people who now value experiences over possessions.

Millennials have witnessed first hand the acquisition of and removal of these possessions and the associated stresses that come along with that - They're not going to fall into the same trap as their parents that trap - no way!

Its hard to remove experiences from your life, especially in their most simple form - a great night with friends for instance.

Millennials might luckily also find it harder to fall into one of the biggest traps of all - excessive borrowing, purely because of the controls that are now put in place by the lenders. This is most evident in their ability to borrow large sums of money for purchasing a first property, without a hefty deposit which they simply don't have and unless you're very lucky and your 'great recession' baring parents can help to raise the funds.

This has in parts, led to the boom in the PRS (Private Rental Sector) property market, as reported in the last edition of EXPORT. A new and more flexible way to live the life you want to live in a city of your choice without the need to find a 10% deposit to purchase an averaged priced UK property of around £220k.

The best of the PRS developers have recognised the changing priorities of the Millennial and have responded with an enhanced physical occupier 'experience' that should satisfy the most demanding customer. Gyms, cinema rooms, social spaces and Apps that can help like-minded residents join together for greater entertainment.

So, the big question is, how do we as marketers connect with the Millennial in the most effective way in order to showcase and market products, services and lifestyles?

**We've narrowed it down to three key strategies that brands should keep in mind when engaging Millennials:**

**Firstly,** "understand and speak to the values that drive them - happiness, passion, diversity, sharing and discovery." DS.Emotion can work with you to develop these messages and tone of voice that will resonate using our unique Active Branding workshop process.

**Secondly,** "understand their realistic lifestyles and preferred experiences to find ways to amplify their reality." This requires a need to implement a sound customer research strategy. DS.E are currently developing some fantastic new technology partnerships which will help reveal and report on these insights - watch this space!

**Finally,** "make sure they feel informed and involved, not just marketed to." This is when content becomes important and integral. However, remember to keep it short. Despite the value of 'long-form' content, 41% of Millennials said the main reason they abandon content or engagement is because it's too long.

Following these three strategies will allow brands to gain the Millennials affinity and build dialogue.

- Katie Effering, as quoted by Patrick Spenner for Forbes

**We'd love to talk to you about your challenges in engaging this hard to read audience. Please contact [matt@dsemotion.com](mailto:matt@dsemotion.com) to arrange a meeting.**

**GAIN THIS GENERATIONS AFFINITY**

**MILLENNIALS**



# TOWN REGENERATION

In a competitive market where towns and cities are competing with each other to boost visitor numbers and economic prosperity, the role of a compelling **place brand is increasingly recognised as an important ingredient of success.**

## FORWARD SWINDON

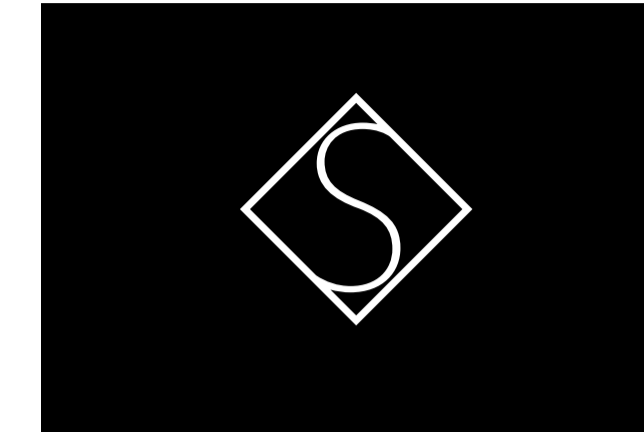
We worked closely with Forward Swindon and Swindon Borough Council to create a place marketing campaign designed to highlight the strength of Swindon as a place, creating a compelling and competitive positioning alongside an identity to enhance Swindon's perception as a great place to live, work, invest and visit.

Switch on to Swindon not only works as a prompt for external audiences to engage with the brand and place by taking a closer look at what Swindon has to offer but helps to evoke a feeling of civic pride for internal audiences, ambassadors of the brand, businesses and organisations who have also bought into the proposition.



Switch on to Swindon brand

Smithfield Brand



## REDROCK - STOCKPORT

Working with Stockport Council, we undertook stakeholder engagement to identify the challenges and opportunities for town centre regeneration which were to be led by a leisure and public realm development, adjacent to the main shopping district. The objective being to reignite the early evening and night-time economy for the town centre by attracting the right mix of occupiers.

The proposition being a vibrant leisure destination creating a focus for a new Stockport. Due to open in November, Redrock has attracted boutique cinema operator The Light alongside multiple restaurants new to the town and two new public squares.

## SMITHFIELD - STOKE-ON-TRENT

A collaborative project with Genr8 and Stoke-on-Trent Council to create a place brand and marketing campaign for a new central business district which would attract significant employers to and back to the town centre. Whilst Smithfield was the centrepiece, the campaign was focussed on attracting inward investment to the whole town.

To date, two five-storey buildings providing 220,000sq. ft of Grade A offices are complete and occupied with a further deal to have a Hilton Garden Inn and plans have also been unveiled for an 11 storey, 151 apartment residential development.

## TIME SQUARE - WARRINGTON

A £107m mixed use development undertaken by Warrington Borough Council and Muse Developments to revitalise traditional retail and leisure in Warrington's town centre and the Bridge Street area. When completed in 2019, the scheme will create a new family-friendly shopping, restaurant and leisure experience with a newly developed, contemporary market hall and a state-of-the-art multiplex cinema at its heart.

Through engagement with all stakeholders, we were able to create a place brand and proposition that represented the future of Warrington but also recognised its heritage. The markets area required a considered approach that maintained a proposition which could instigate civic pride and drive the town forward.



Time Square Brand



Redrock Brand

**IDENTIFYING A PLACES TRUE PERSONALITY AND COMMUNICATING THIS TO THE TARGET AUDIENCE DRIVES AWARENESS AND AFFINITY.**

DESTINATION PLACEMAKING

# FUELLING

## THE EXPERIENCE ECONOMY



After 'live' and 'work' comes 'play' – the third arm of placemaking seen as the anchor of community and social life, these are the places where people go to enjoy themselves.

Silverstone Campaign

As we now understand, experiences bring people more happiness than possessions, and as more value is placed on these experiences, the battle to win our free time continues. Whether it's the office park, retail destinations or civic places, it's becoming clear that visitor attractions now need to work harder to bring in paying guests, and keep them coming back.

Silverstone brand essence

Finding new ways to create value should be integral to any placemaking strategy, and attractions in particular should look to offer a variety of experiences for a variety of people. In the age of experience, the sharing economy is booming – destinations will have to become multi-dimensional creating opportunities around the right conversations in order to gain cut-through in an over-saturated market.

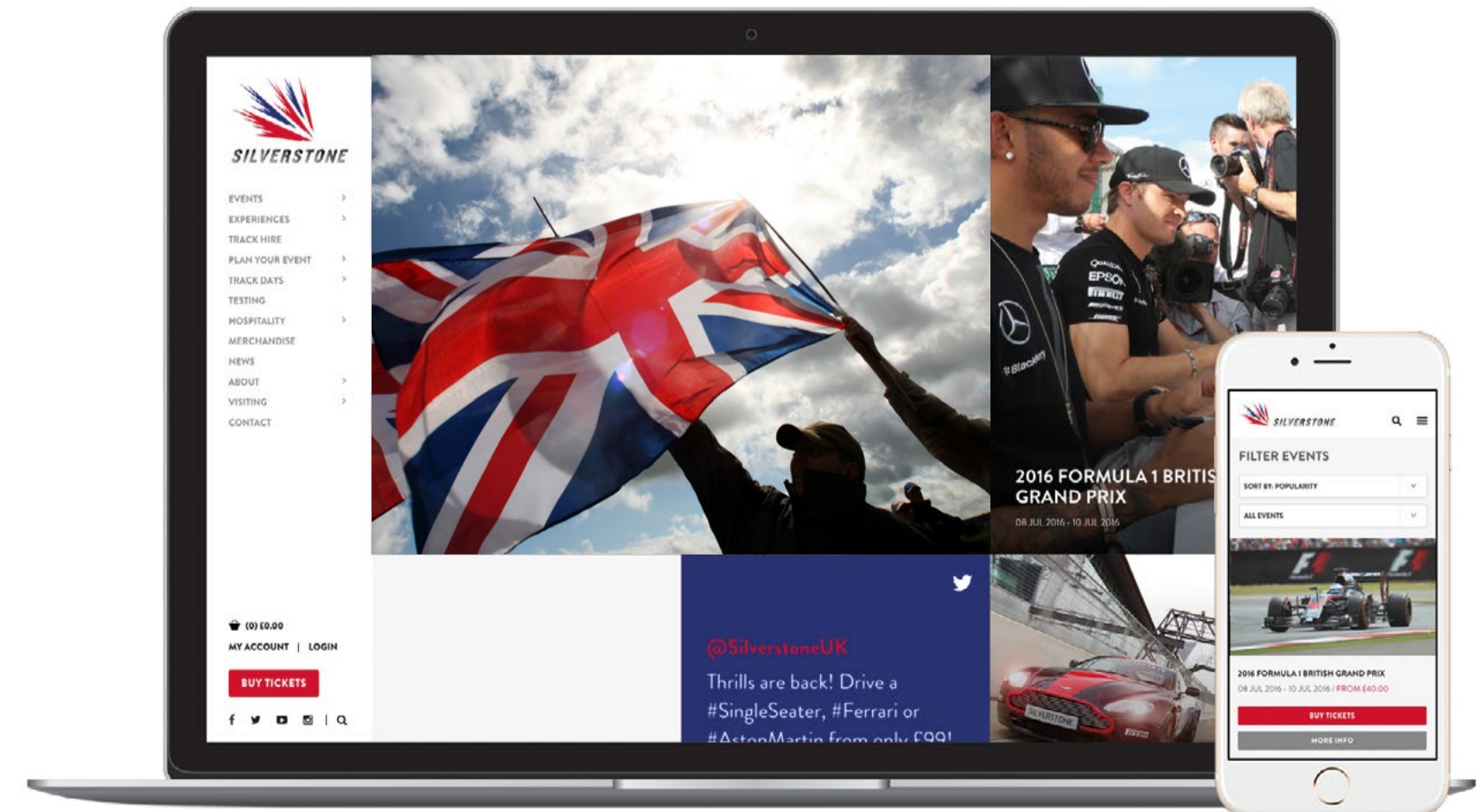
Branding is the key component which brings together all the elements of placemaking, using the essence of a place to create a unique personality and a place where people want to be.

Taking our client Silverstone through the Active Branding workshop process, we were able to facilitate a deeper insight into the valued heritage of their brand, the events it hosts, and the current challenges faced by the estate; allowing us to develop a new and vibrant personality. One which was integral to marketing the 'Experience Silverstone' proposition, with the strength to work over and above the Grand Prix (owned by the F1) and encompass the additional track and non-track events in the calendar.

Through film and photography, an alternative perspective showcased the audience response rather than track action, creating audience engagement on a more personal level. Displaying shared experiences for families and friends was key to attracting a new crowd and redefining what Silverstone means to people. Effective variation in the form of special events and seasonal programming helped to start and redefine Silverstone as more than a sports track but a place with a wider leisure and entertainment proposition.



A different perspective



The Shard, London



# A SENSE OF ARRIVAL WORTHY OF THIS LANDMARK DESTINATION

Destination branding is gaining momentum and growing as a concept to become a discipline in its own right. What is clear is the additional risk than the conventional marketing of a product. Brand equity has a much larger role to play and success relies heavily on brand experience – something outside the control of a destination marketing team.

As part of our continuing work with The Shard, we have started to develop a number of directional and aspirational designs which work hard to create a sense of arrival and created good-wayfinding in a way which is worthy of the landmark and begins to build the equity of the brand and how audiences engage with it.

The future looks to bring new challenges to destination marketing with changes in the way people interact with these brands as part of demands to maximise on their point of difference in an ever-increasing visitor economy which competes for visitors' time as much as it does their money.

**A successful destination should not be underestimated in the wider placemaking agenda** – they will prove to be the cornerstone of any place, attracting complementary neighbours to create a place people will choose to return to, recommend and simply be.



## HERITAGE & REGENERATION IN PLACEMAKING

# A MAJESTIC APPROACH



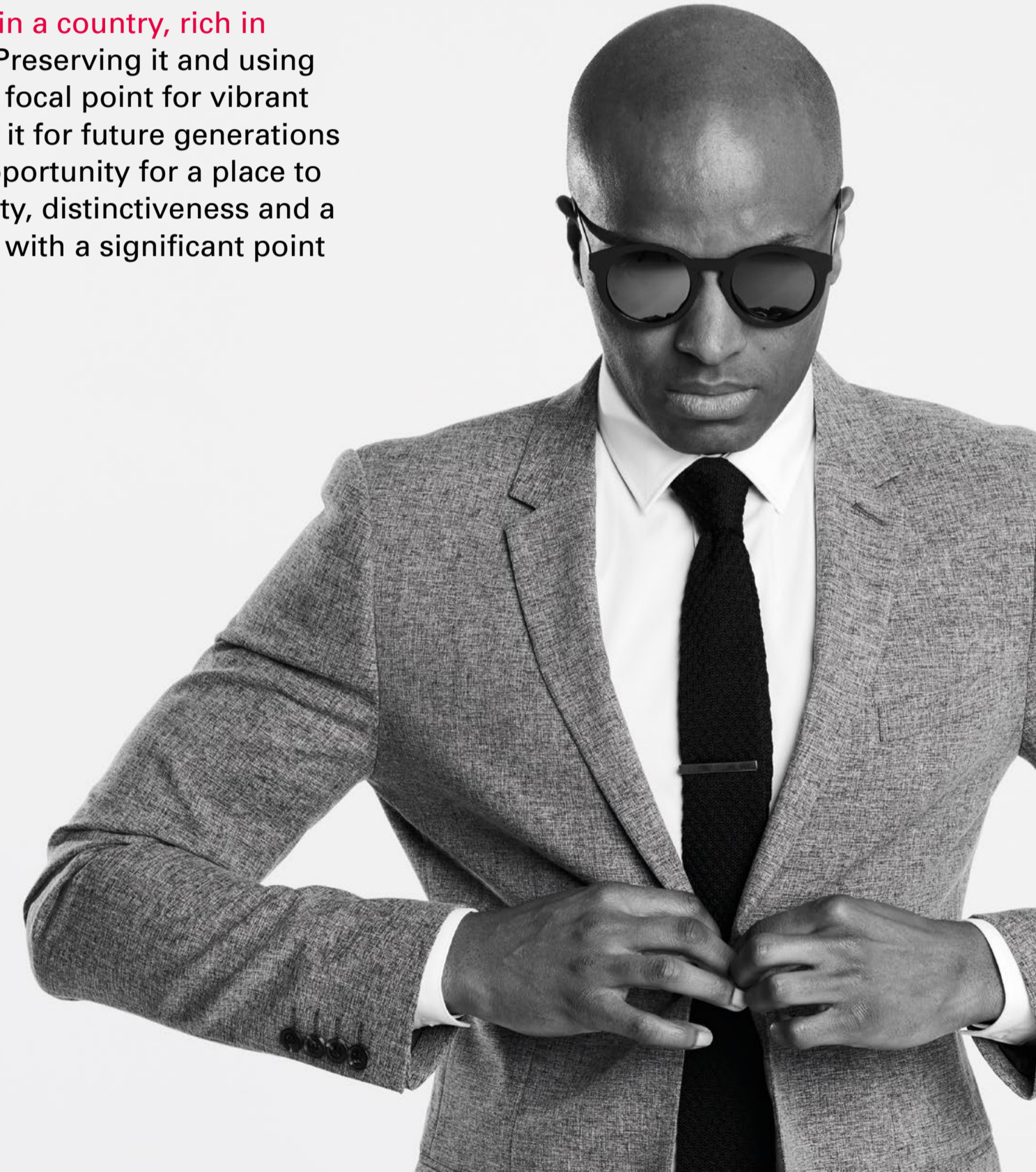
majesticleeds.co.uk

We're fortunate to live in a country, rich in architectural heritage. Preserving it and using this heritage to make a focal point for vibrant new places will protect it for future generations whilst providing the opportunity for a place to establish its own identity, distinctiveness and a competitive advantage with a significant point of difference.

The challenge is finding an economically viable long-term use and often, this is just as important as the restoration itself. Our client Sunny Bank Mills recently announced the full letting of their Red Lane Mill before the refurbishment is totally completed – a testament to getting this balance right.

The mills have provided employment opportunities and been a focal point within the Farsley Conservation Area for over a century. With a rich history and significant refurbishment, Sunny Bank Mills have been able to create the perfect balance of modern space within a heritage environment, attracting an exciting breadth of occupiers and bringing modern businesses to the area, creating a new vibrant community spirit.

The new website for our client Rushbond sees plans to restore Leeds landmark, The Majestic, which will attract further investment to the city by offering modern businesses a truly magnificent setting and location. The iconic Grade II Listed building has a huge role to play as it welcomes people to the city, featuring a unique glass dome design which pays homage to the building's past before a devastating fire.



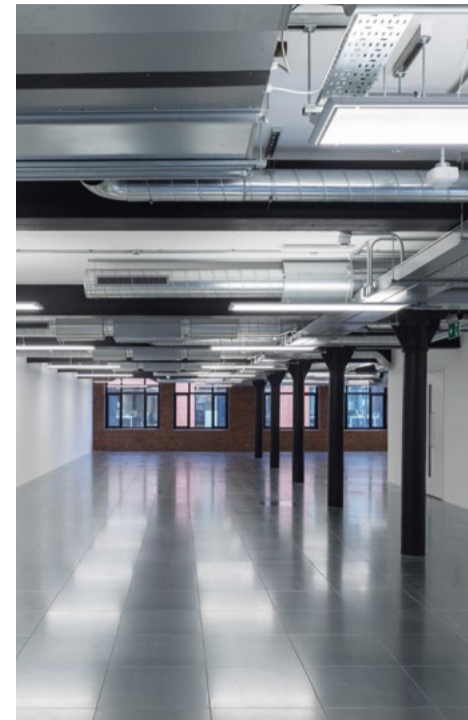


# VARIETY AND DIVERSITY ENABLE PLACES TO THRIVE AND GROW THROUGH THE PEOPLE WHO USE THEM

**CONCORDIA WORKS, LEEDS (BOULTBEE BROOKS)**

A re-fit of a warehouse which had previously become a standard office space site, demanded and brand and marketing campaign which was set to disrupt the Leeds office marketing landscape. Understanding the target audience and their mindset was fundamental to creating stand out through design, materials, channels to market and key messages and delivering cut-through by combining traditional channels with some more creative ideas. An 80% let within 4 months was not only a first for the Leeds market but we were also proud to see our work shortlisted in the Property Marketing Awards 2017.

Variety and diversity enable places to thrive and grow through the people who use them. New and innovative ways to preserve heritage ensures their use can evolve to meet the demands of modern life and we have some great clients and projects who are looking to set the standard.



An 80% let within 4 months was not only a first for the Leeds market but we were also proud to see our work shortlisted in the Property Marketing Awards 2017.



The Railway Heritage Quarter, Swindon

**THE CARRIAGE WORKS, SWINDON (FORWARD SWINDON)**

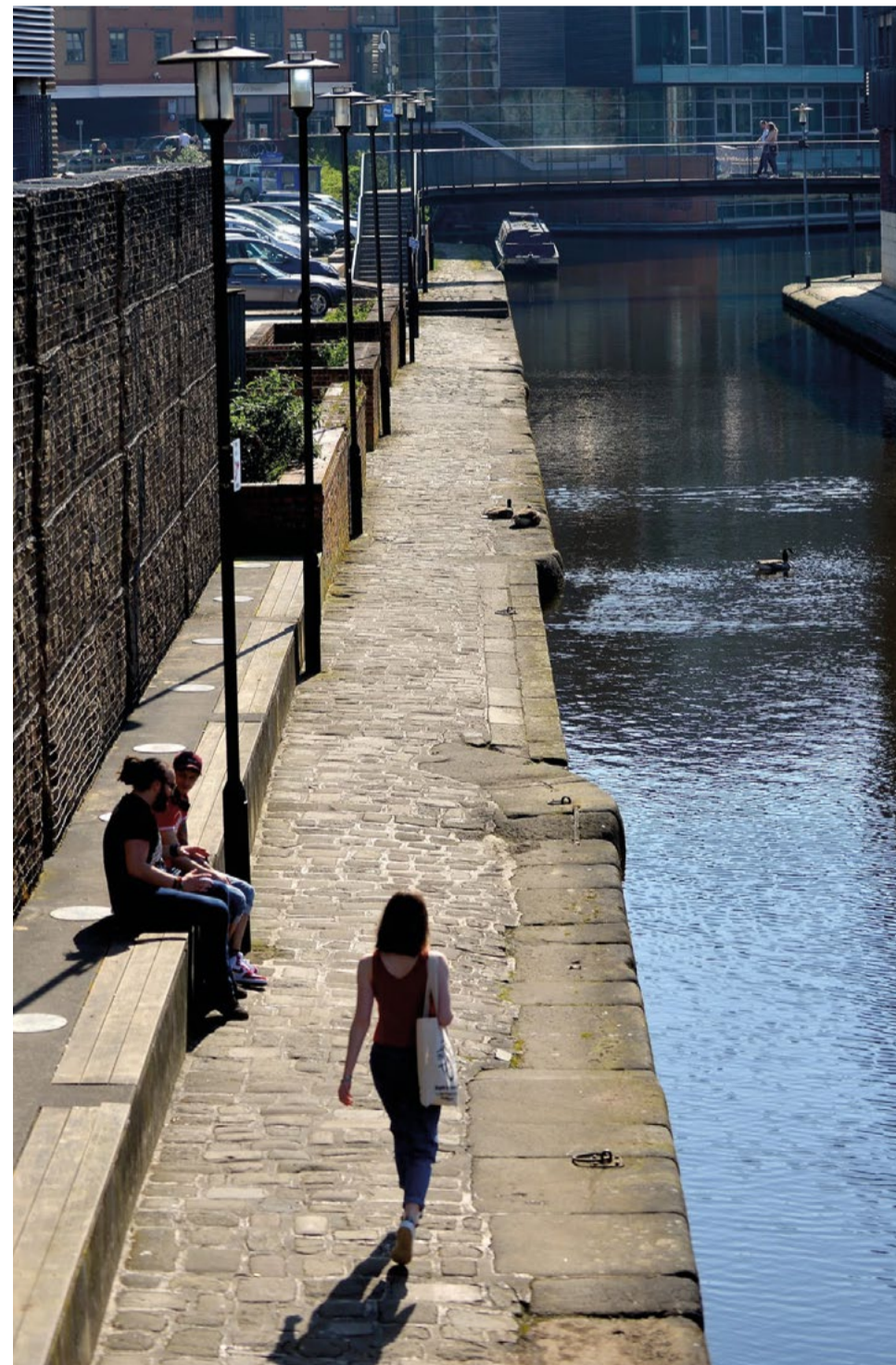
At the heart of Swindon's Railway Heritage Quarter lies the opportunity to promote the town's enterprising talents whilst celebrating its rich heritage, creating a unique destination for culture, learning, working and living. Originally used to assemble train carriages, planning has been approved to develop distinctive multi-use spaces to attract a mix of small and large businesses from creative and tech industries. We'll be creating a brand and strategy to help market the project in anticipation of work commencing on site shortly.

Integrating heritage into urban design clearly provides a catalyst for positive change. The conservation of a place's future however will rely on connecting these sites into the overall place-shaping strategy in a contemporary and inclusive way.



# OUR BRANDS & PLACES IN THE MAKING

A round-up of just a few of the exciting things we have been working on.



## PICCADILLY BASIN

MANCHESTER

Piccadilly Basin is an evolving district of Manchester with additional residential and hotel developments underway the area need to communicate its place strategy vision. We were appointed to articulate what is already there and what is coming. A B2B and B2C facing web site has been created to connect with both residents and visitors as well as prospective occupiers and residents.



## ATHENA

CAMBRIDGE

Leeds HQ has been working with Hill to deliver a distinctive place marketing brand for their latest development in Eddington, Cambridge. A world-class project by the University of Cambridge, Athena homes are part of a unique vision to create an enduring and sustainable community of living, learning and working. With such a unique proposition, we've been able to create a full suite of fitting marketing collateral putting the audience at the heart of communication.



## METQUARTER

LIVERPOOL

The Manchester Studio was appointed last year to rebrand and market the Metquarter, Liverpool. The high end scheme is going through a major redevelopment that will see new leisure and retail tenants.

The campaign has taken a two way approach, one to the B2B market and the other to the B2C market. A suite of leasing material has been produced to help market the scheme, whilst an active social media campaign has been developed closely with the marketing team at Metquarter to draw in consumers. The Christmas creative was planned back in July and has nearly been finished! Nothing like being ahead of schedule.



## TWENTYTWO

LONDON

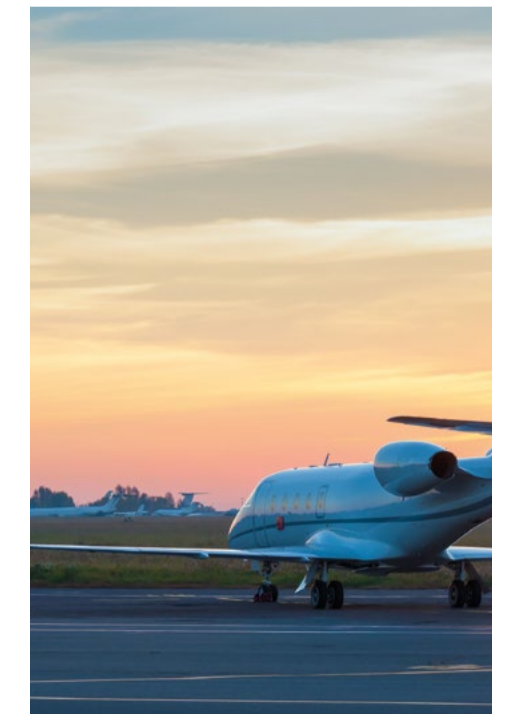
The London studio has been working with Arab Investments to brand the four highest floors of the much-anticipated City development, 22 Bishopsgate. Incorporating what will be the highest restaurant in London, a 24 hour bar offering and a viewing platform which transforms into a nightclub, this is a particularly unique and exciting branding project. We're looking forward to launching it!



## ASCENT

FARNBOROUGH AEROSPACE CENTRE

Following a successful pitch to Hermes earlier in the year, the London team has created a new brand for Hermes' four fully-refurbished HQ office buildings within the Farnborough Aerospace Centre business park. Steeped in aviation history and set within beautiful parkland, The Ascent Buildings promise to offer state-of-the-art working environments with a real focus on tenant wellness.



# IMPORT

## THE FAMILY GROWS

The DS.Emotion family is really going from strength to strength with some exciting new appointments across all of our three offices.



### JOANNA MIDGLEY

#### ACCOUNTS MANAGER (LEEDS)

Jo has joined the Leeds studio as Accounts Manager and will support Chris our Financial Controller in all things finance across the three studios. Jo has already made an impression implementing new credit control procedures and improved purchasing. Jo has experience in the recruitment and retail sectors and brings a wealth of knowledge and experience, you will no doubt be hearing from her at some stage.



### CHARMAINE CHARAMBA

#### ACCOUNT EXECUTIVE (LEEDS)

We're excited to announce the newest member of the account handling team, Charmaine Charamba, who joins us as Account Executive and brings a wealth of experience from her previous role as Marketing Executive at Lloyds Banking Group. Based in Leeds, Charmaine is now learning the ropes on the agency-side of the fence.



### HARRY PAY

#### DESIGNER (LONDON)

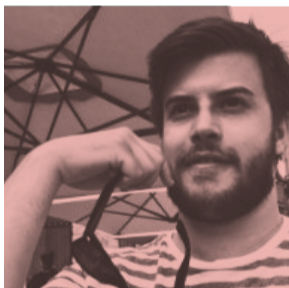
Harry joins as Graphic Designer from Ignite where he gained 4 years agency experience designing creative for a whole host of house-builders and developers. Working under the group Creative Director, Harry adds to the ever-growing creative design team.



### WAYNE HOLT-GOLDING

#### SENIOR ARTWORKER (LEEDS)

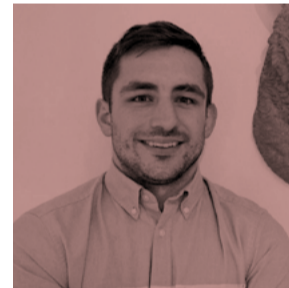
Wayne has been a long time freelance support for us having worked in both the Leeds and Manchester studios. We have managed to persuade him to finally take up a full time role in the Leeds studio where he will be working closely with the creative team ensuring high standards and quality control are maintained across all creative output.



### JAMES BORNSHIN

#### SENIOR DESIGNER (MANCHESTER)

James joins the Manchester studio with seven years industry experience working at two independent creative agencies working on accounts for breweries, museums, financial services, the NHS and EY. James' design passions lie in branding and typography and he is also skilled in design for digital. James is coming on board to work with our growing client base and projects in Manchester and across the North West.



### HARRY PECK

#### SENIOR ACCOUNT EXECUTIVE (LONDON)

Harry joins as Senior Account Manager. A former pro rugby player, Harry cut his account management teeth at Cormack where he specialised in the Industrial and Office Services markets. He will strengthen the London Client Services team.

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