

# REDINK HOMES CREATIVE BRIEF

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META CAMPAIGN // BUDGET: \$1995 // TIMELINE: 2 WEEKS // OWNER: CONNOR KIRSCH

## CHALLENGE

Redink Homes wants to reinforce its position as the go-to custom builder for second and third homebuyers in Western Australia. The home building category is crowded with competitors using generic messaging and similar creative approaches. Redink has an opportunity to differentiate by reframing the building journey as a process driven by the customer's needs rather than the builder's template designs.

## OBJECTIVES

### BUSINESS OBJECTIVE

Increase qualified enquiries for Redink's custom homes and house-and-land packages.

### MARKETING OBJECTIVE

Strengthen brand recall for Redink as WA's market leader in custom single-storey homes.

### MEASUREMENTS OF SUCCESS

- Maintain cost per conversion under \$40.
  - Generate qualified leads through Meta.
  - Reinforce Redink's reputation for flexible, family-focused homes.
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## TARGET AUDIENCE

Primarily women aged 30-45, dual-income households with young or school-age children, looking to build their second or third home.

## AUDIENCE MINDSET

They've built before and want the experience to be better this time. They are practical but aspirational. They want a home that feels personal to their family without entering the price range of luxury custom builds.

## PAIN POINTS

- Previous builds felt restrictive or impersonal
  - Frustration with long build timelines or unexpected costs
  - Limited control over layouts and design decisions
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## KEY INSIGHT

A home is the most personal purchase a family will ever make. When the design reflects how they actually live, it truly feels theirs.

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## **BEHAVIOUR CHANGE**

### **CURRENT BEHAVIOUR**

Families accept standard home designs and adapt their lifestyle around them.

### **DESIRED BEHAVIOUR**

Families seek out a builder that allows them to customise their home so it reflects how they actually want to live.

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## **SINGLE-MINDED PROPOSITION**

Pick up the red pen and customise your home.

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## **PROOF POINTS**

- Customisation before slab (T&Cs apply).
  - Transparent pricing with designs from \$424,990.
  - Half-day interior design consult included.
  - Fast turnaround on revised plans.
  - Lifetime structural guarantee.
  - Backed by Australia's largest building group.
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## **CREATIVE DIRECTION**

The campaign should centre on the idea of families shaping their home rather than simply choosing from a standard design. The red pen becomes the key visual device. In the building industry, plans are traditionally marked up in red pen to indicate revisions and changes, making it a natural symbol of customising a home before it is built.

Use the red pen to show how layouts, rooms and spaces evolve through the homeowner's input. Many competitors present renders of homes on clean white backgrounds. Redink should instead showcase real homes, inspiring families to picture their own lives in a Redink home.

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## **DELIVERABLES**

### **STATIC META AD SIZES**

- 1:1 (1080 × 1080)
- 9:16 (1080 × 1920)

### **SUPPORTING LANDING PAGE ASSETS**

- Hero banner (1920 × 1080)
  - Promotional tile (1080 × 1080)
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