



TAYLOR WIMPEY OXFORDSHIRE

As one of the UK's largest house builders, Taylor Wimpey are [homebuilding specialists](#). They're [dedicated to building quality new homes](#) and recognise their long standing service commitment to their customers.

Taylor Wimpey Oxfordshire Marketing team initially approached us in 2015, enquiring about ways in which they could [promote awareness](#) of a new development in the relevant area. House sales on this site had slowed because the right people were not aware of its existence. They needed to take their message directly to the Oxfordshire towns and villages surrounding the site, in a way that could not be ignored. They had therefore been considering trialling the use of a [Postavan](#) as an alternative means of [communicating to the right people at the right time](#).



Tentatively, they initially ordered one Postavan for one weekend, to see if this novel means of advertising would provide them with the additional interest they were looking for. They experienced a [noticeable rise in enquiries](#) at the site, allowing their Sales Office staff the opportunity to then match these people with the available new homes.



Since that first campaign weekend, we have worked with Taylor Wimpey on [almost 100 campaigns](#), for more than 10 site locations, throughout all phases of development.



They have [recognised the value of the Postavan](#) not just for selling those last few homes once the initial furore available and demand has died down, but also to get the word to the right people as soon as the developments begin, and also often before building has even commenced.



With our option available of [reapplying previously used banners](#), and adding [additional flash banners later](#), it is a win-win situation for Taylor Wimpey as we continue to promote their sites at random as and when they require it, to [maintain that momentum](#) and keep the developments on the minds of those potential new homeowners that Taylor Wimpey Oxfordshire are trying to reach out to.

We [work together on driver briefs](#) and use their local knowledge, to ensure that the Postavan is seen in the busiest spots each day – for example, stationary at laybys on commuter roads at rush hour, driving through shopping town centres on Saturday mornings, loitering by local events or festivals and meandering through villages catching residents out for a stroll on a Sunday afternoon.

Our relationship continues to go from [strength to strength](#), with Taylor Wimpey Oxfordshire now frequently utilising our Postavan service to bring the right attention to their new developments, by appealing to the right demographic at the right time.



'Alternative Advertising have enabled us to increase local awareness of our new homes which has subsequently shown spikes in our visitor traffic. The efficiency of the teams service from application of creative to hitting the road has been second to none and has been greatly appreciated. We'd highly recommend Alternative Advertising.'

Taylor Wimpey Oxfordshire marketing team

