# Design & Examples Guide

**rightmove** ⌂
find your happy

# Contents.

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## Welcome...

**Have you ever wondered why some adverts work better than others?**

Does your business have some key marketing messages and you are unsure on how to turn them into effective adverts? This guide is a simple step by step approach to help you consider all the elements that are needed to achieve a successful marketing campaign.

## Common themes in Advertising

**Often, Rightmove Customers use Display Advertising Products to talk about these key messages:**

- Incentives
- Help To Buy
- Branding
- Lifestyle
- Coming Soon
- Investment
- Events – show home opening, last few remaining etc.

## Advertising Code

All adverts in the UK, including marketing claims made on websites must adhere to the UK Code of Non-Broadcast Advertising, Sales Promotion and Direct Marketing (CAP Codes). The Code is administered by the Advertising Standards Authority (ASA).

- The overarching principles of the Code are that adverts must be legal, decent, honest and truthful;
- Advertisers must hold evidence to prove that any claims are capable of objective substantiation;
- Adverts must not mislead by exaggeration, ambiguity or omission;
- Comparative claims with competitors are allowed, but must not mislead consumers or denigrate a competitor.

Advertisers are encouraged to contact the Committee of Advertising Practice (CAP) Copy Advice Team for prepublication advice. This service is free, confidential and provides expert guidance on how to ensure your advert adheres to the guidelines. CAP Copy Advice can be contacted on **020 7492 2100** or **www.cap.org.uk**

Please note: Rightmove reserves the right to refuse any claim or text supplied for any advert.

Please view our Display Products Text Content Guide for more information on how the Code effects your adverts.

## We are here to help

**Struggling with ideas?**

If you want to land a new marketing message or change an existing one but are unsure how, or want to make a claim but are unsure if it's acceptable, our Design Studio experts can offer you guidance and support in this area. You can contact us as follows...

📞 **01908 712014**

✉ hub.rightmove.co.uk/newhomesamendrequest **(For amendments)**

✉ Newhomes.Developers@rightmove.co.uk **(For New Orders)**

# What makes a good advert?

**A good advert has a variety of elements. To achieve these we use the acronym H.I.C.L.U.**

## Headline

- A good headline should grab the readers attention
- Make sure it stands out
- Text should be bolder/bigger than any other text on the advert
- Short and to the point
- Think about a Slogan or Key Message

## Image

- Use images to support your headline, this will strengthen your main message
- Make sure it's relevant
- Only use large, good quality images (see page 28 for more information)
- Visit Getty Images where you can purchase or look for images should you need inspiration

## Copy

- Your copy should reflect your advertising message to your audience
- It should be clear and concise, refrain from using too many words
- Think of Unique Selling Points services, offers, contact details
- Top Tip - for mobile creative use 'Tap Here', for web creative use 'Click Here'

## Logo

- Your logo is a reflection of your brand and should be included
- The logo needs to be high quality. EPS/PSD/Illustrator (Vector) files are best (see page 28 for more information)
- Mobile adverts should be brand heavy
- Be aware logos look different on various platforms (for example mobile vs web)

## Uncluttered

- Your audience will have only seconds to read your advert, therefore less text is more
- Leave plenty of background space so text is easy to read
- Think about the space, for example Featured Developer is a lot smaller than Local Homepage

# Brand Continuity

The most successful brands throughout the years have ensured that their message and images remain consistent.

Use your logo and colour scheme wisely as this is your identity. Stand out from the crowd, it's important to know what the competitors are doing but not do the same.
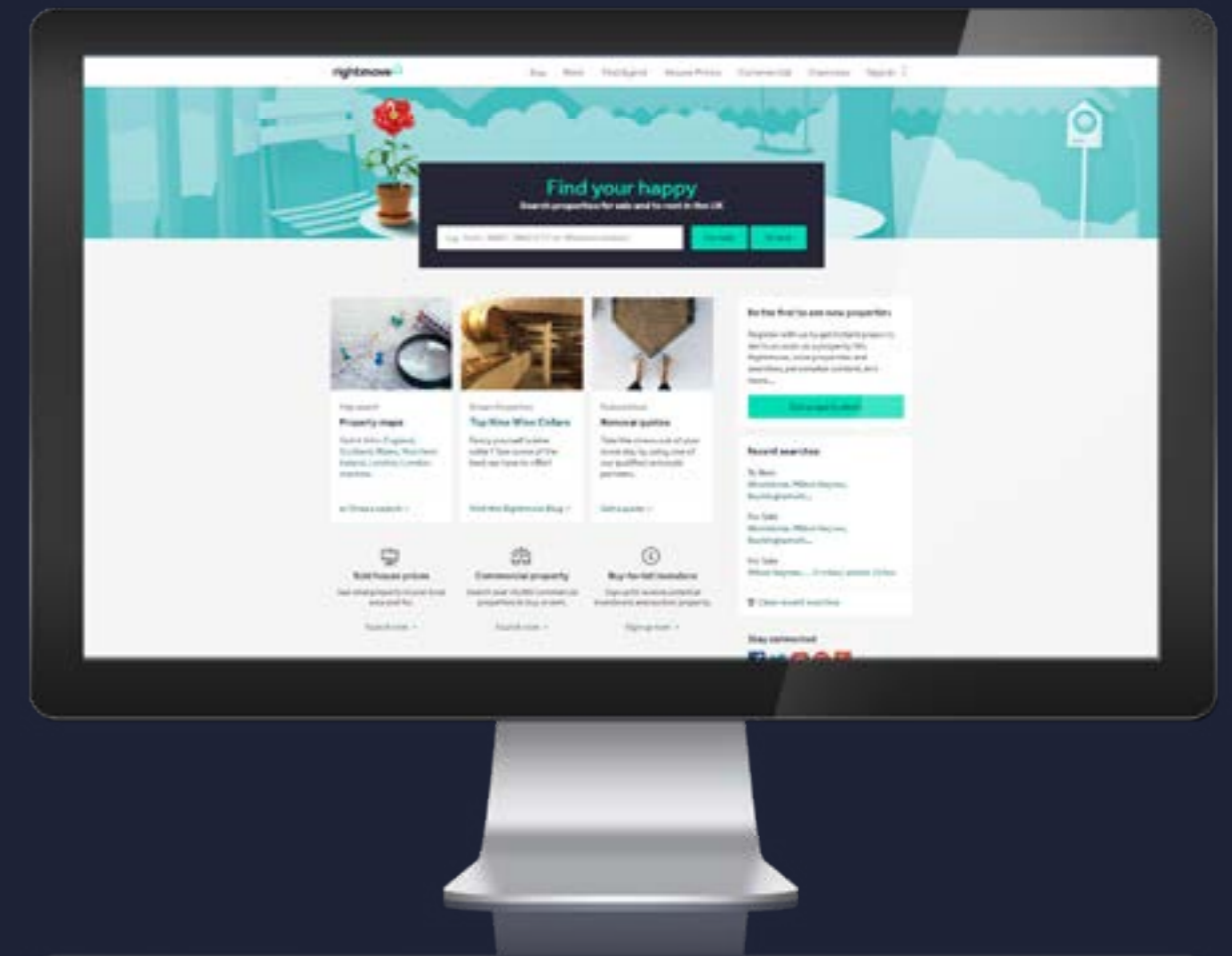
# Importance of Brand Continuity

For an organisation to have brand continuity, it must use a consistent approach throughout all of its marketing. A unified branding approach is about ensuring that a brand's styling, colours, images, typeface and more are the same on all printed and online materials, and it's also about ensuring that the messages given to customers are consistent.

Brand continuity is essential for success because it helps businesses reinforce their image. The more often customers see the same message or image, the more likely they'll retain it.

## Continuity vs. Consistency

We know what you're thinking: "My branding is dialled in. My logo is always in the bottom right-hand corner and I never use anything other than Pantone 326." That's a good start. Your brand is consistent. But while it may have high recognition, it may have a low retention. Your target customers are seeing your brand, but they may not be experiencing it.

## Top Tips

**1 - Logo -** This is your first point of recognition and is your main identity. Make it consistent across all material.

**2 - Colour -** Generally colour choice should be based on your company colours, or those used in your company logo. If you are to create a wider colour palette it is important to keep this consistent across your branding and keep it to a small select choice.

**3 - Font -** The font used in your logo or company name is a good place to start. This can be used for headers but it is a good idea to have a clear pairing font which compliments this and will work for both headers and main body text in various weights.

**4 - Message -** Your message needs to be clear and concise, keeping the message uniform and in the same format and font across all adverts will increase its effectiveness.

**5 - Images -** Professional imagery helps engage with the audience and can help support and deliver a message or theme of the advert. A good choice of image will be relevant to the message and be in keeping with the brand.
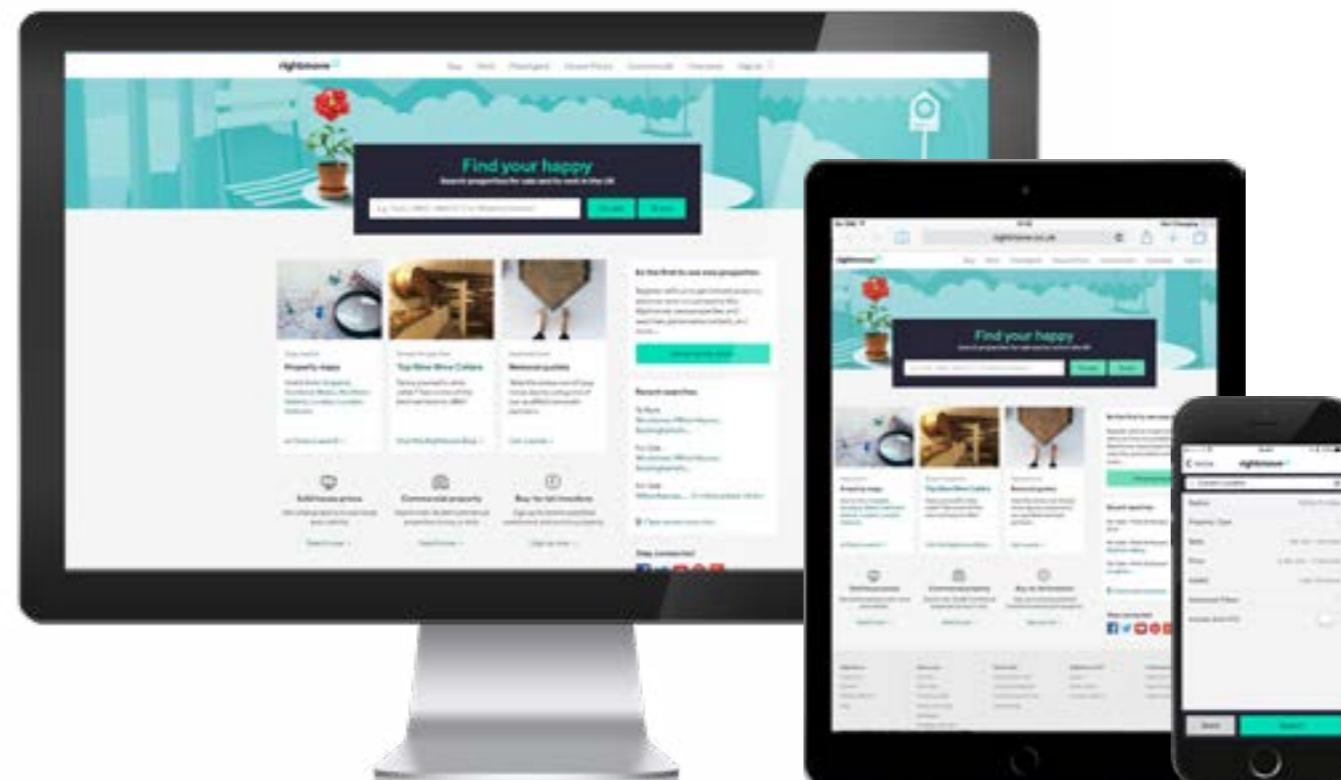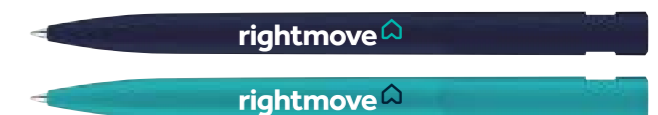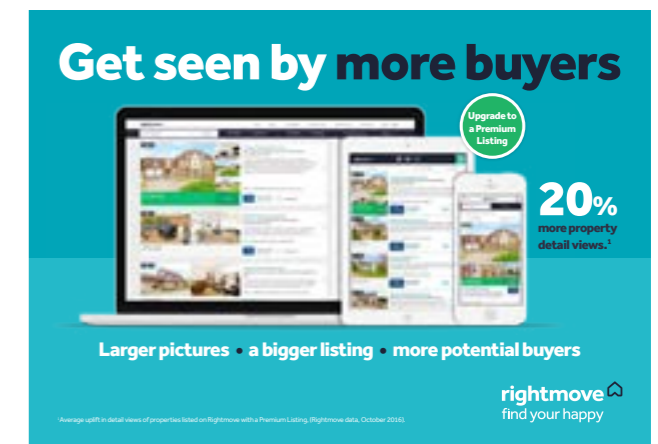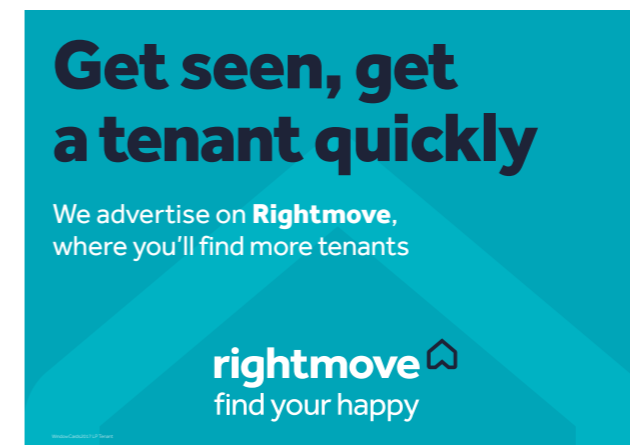
# Our Own Brand Continuity

**How? -** This was achieved by focusing on our branding. Our brand, logos and colours being the most important features.

**Why? -** By using these key points in the right way we created really powerful and engaging adverts that our audience will remember us by and connect with.

See the new Rightmove branding campaign continuity



**Get seen, get a tenant quickly**

We advertise on **Rightmove**, where you'll find more tenants

**rightmove**
find your happy

**Get seen, get sold**

We advertise on **Rightmove**, where you'll find more buyers

**rightmove**
find your happy

**Get seen by more buyers**

Larger pictures • a bigger listing • more potential buyers

**rightmove**
find your happy

20% more property detail views.

find our properties on
**rightmove**

# Achieving a good campaign on Rightmove.

A good campaign is consistent, so the user sees your branding and message are the same, no matter where they are seeing it. Think about your marketing across Rightmove, below are a list of the available Display Products. Do you have any of these? Are they using the same message/idea?

- Local Homepage
- Homepage for Mobile
- Featured Developer
- Property Alert Sponsor
- Developer Microsite (Header, Mid Page Advert, Welcome Page)

## The Brief

You know your business better than anyone, therefore you know what key messages or unique selling points you would like to tell your customer about.

When writing a clear brief, think about the following...

1) What do you want the audience to do once they have seen your advert?

2) What can you say to achieve this?

3) Why will the audience want to listen?

4) Why will the audience believe you?

## An Idea

A campaign needs an idea! A statement that connects the audience with the brand (or service) that you are talking about, it needs to communicate this message simply and clearly. If you have something in you advert that catches the consumer's eye it is more likely to be seen.

It is then down to our designers to take your brief and apply it across all of your products to produce your campaign. Bare in mind, that not all products can contain the same amount of text and imagery due to size, some are more limited than others.

On the next page, we have put an example of an agent who currently has a variety of products and use the same marketing message across all.

# Continuity Examples.
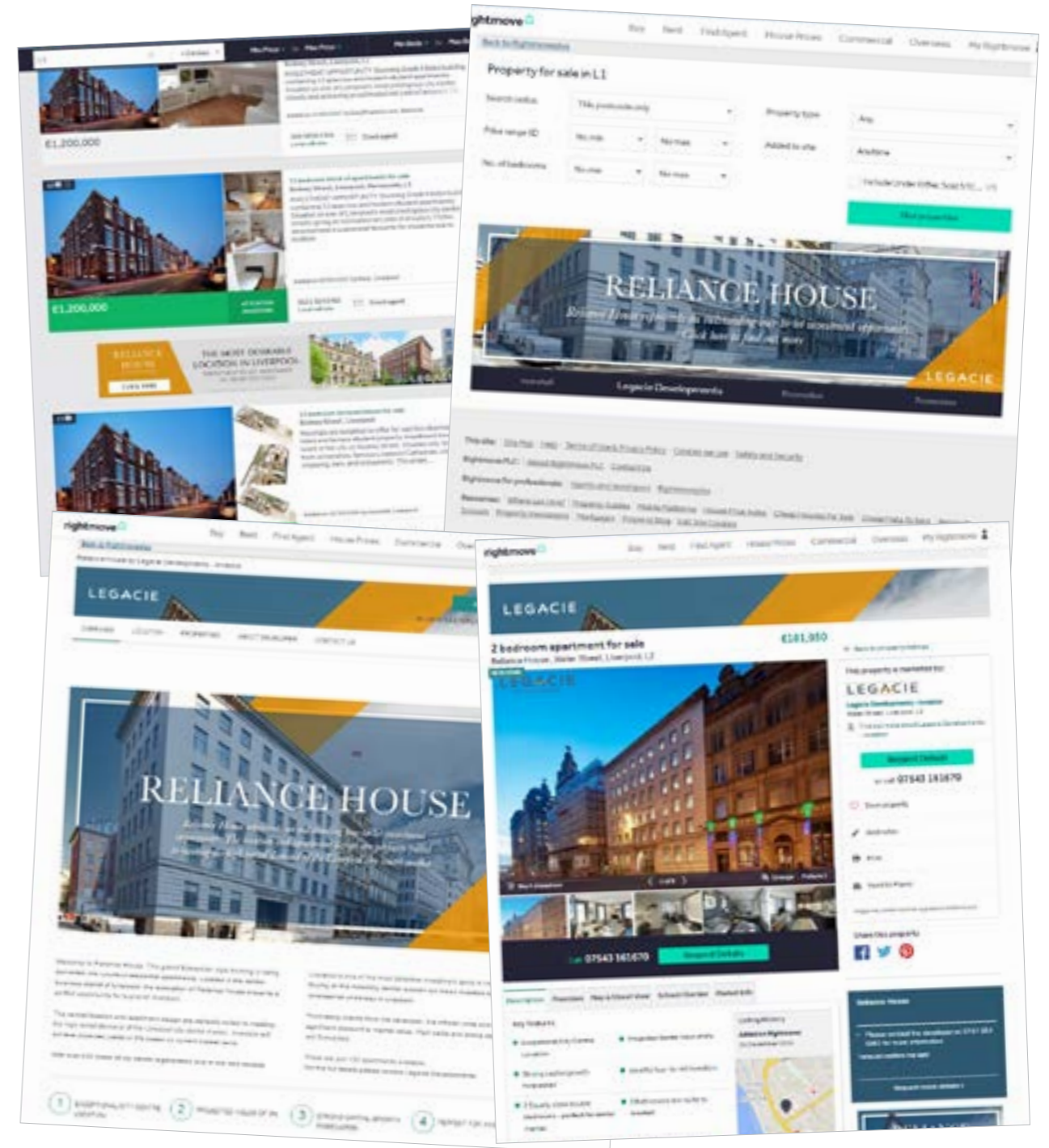


The creatives in this document are examples only and not template designs

# Top tips from our Head of Marketing
## - Iain Kennedy.

Risk being seen – you have a crazily small amount of time to catch someone's eye and make an impact. To stand out when your competitors don't you really do need to be seen. Creating bad marketing is just as hard, if not harder than doing good marketing and yet guarantees your progression into obscurity in today's noisy marketplace. Dare to be seen and dare to stand out in a way that will make a difference to you and your business. For our own marketing at Rightmove we think about four things…

## Marketing is Precision

The more specific you are about who you are targeting the better. Its tempting to develop work for sellers, buyers, landlords, tenants, retirees, downsizers, upsizers, families, first time buyers, locals, people from outside the area, pets. It doesn't work. If you try to appeal to all you risk appealing to no-one. So make sure you choose exactly who you are trying to appeal to and develop work for them and only them. The key question to ask yourself: can I tell who this ad is aimed at?

## 'And' is not your friend

There is so much we can say. So much we want to say. We're all fighting for attention across a range of media, and given the number of ads we all see in a day, a single minded approach is best. Think about the one most powerful thing you can say and say it simply and clearly. If it is simple and clear it will be understood and if it is understood it will be acted upon. Key question to ask yourself: is this ad focused on one thing?

## 2 + 2 = 4

I did crazy, stupid maths at university and learnt that 2+2 is nearly four – I told you it was crazy, stupid maths. This is a plea to look at the world in a different way. Don't just do what everyone else does. Don't just copy what others do. Look at the data you have, and look at it differently.
Thinking beyond the obvious will be rewarded by greater engagement, because you will look different and say something different. Key question to ask yourself: does this look familiar or does it feel new and exciting?

## Risk Being Seen

So after all that thought, work and effort let's make sure our work is noticed. Dare to stand out. We all see so many ads, so you need to make sure that your ad is noticed and makes a positive impact on the audience. Key question to ask yourself: would I notice this ad on a page or does it disappear into the background?

# Local & Mobile Homepage.

**Local Homepage Dimensions**

Size: 900 (w) x 240 (h) pixels • 72dpi • RGB • File: Jpeg

**Mobile Homepage\* Dimensions**

Banner Size: 1536 (w) x 410 (h) pixels • 72dpi • RGB • File: Jpeg
Billboard Size: 1536 (w) x 1997 (h) pixels • 72dpi • RGB • File: Jpeg

\*Your Mobile Homepage appears on mobile apps once the user has performed a search for a particular location. If you have a Mobile Billboard this can be accessed when users tap on your Mobile Homepage Banner.

## What is it?

Use Local Homepage to place eye-catching, targeted ads in search areas chosen by you. It's the largest ad space on Rightmove and can be used for campaigns and branding in the same way as a billboard on the High Street.

## How can it help you?

As it appears early in the search or research journey, Local Homepage is your first opportunity to interrupt a buyer search and drive traffic to your Development Microsite. Our in-house design team can also match your ad on Rightmove to your existing campaign.

## "60%
**of our site visits now take place on mobile."**

# Local Homepage.









The creatives in this document are examples only and not template designs

# Mobile Homepage.



# Mobile Billboard.



The creatives in this document are examples only and not template designs

# Featured Developer.

A highlighted position with flexibility for you to advertise your brand and key messages within the sales and rental search results page. Users who click on your Featured Developer advert can be directed through to your own website or a page on Rightmove.

## Dimensions

Featured Developer now appears across all devices and platforms, including desktop, tablet, and mobile. To maximise the effectiveness of your ad we'll need to adapt the designs to suit each screen size, those sizes are:

Mobile (S)      Size: 270 (w) x 90 (h) pixels      72dpi   RGB    File: Jpeg
Tablet (M)      Size: 534 (w) x 104 (h) pixels     72dpi   RGB    File: Jpeg
Desktop (L)     Size: 800 (w) x 120 (h) pixels     72dpi   RGB    File: Jpeg

## What is it?

Featured Developer gives you a flexible branding slot on the busiest page on Rightmove.
It can be used to communicate key messages and can link directly to your website.

## How can it help you?

Featured Developer allows you to strategically target areas to drive traffic to your Development Microsite or your own website.

## The Benefits.

All of the 3 mandatory sizes are designed as an entire image.
This will allow for more flexibility and better arrangement of the advert.

Other benefits include -

Images span across the full width of the background
Text can be any font & colour
Background can be any colour/gradient
No restrictions on layout and positioning
Larger logos can be used
Better brand representation

Top tip: Keep it simple on mobile. As the screen is small, a logo and strap line or image/click here button is all you need.
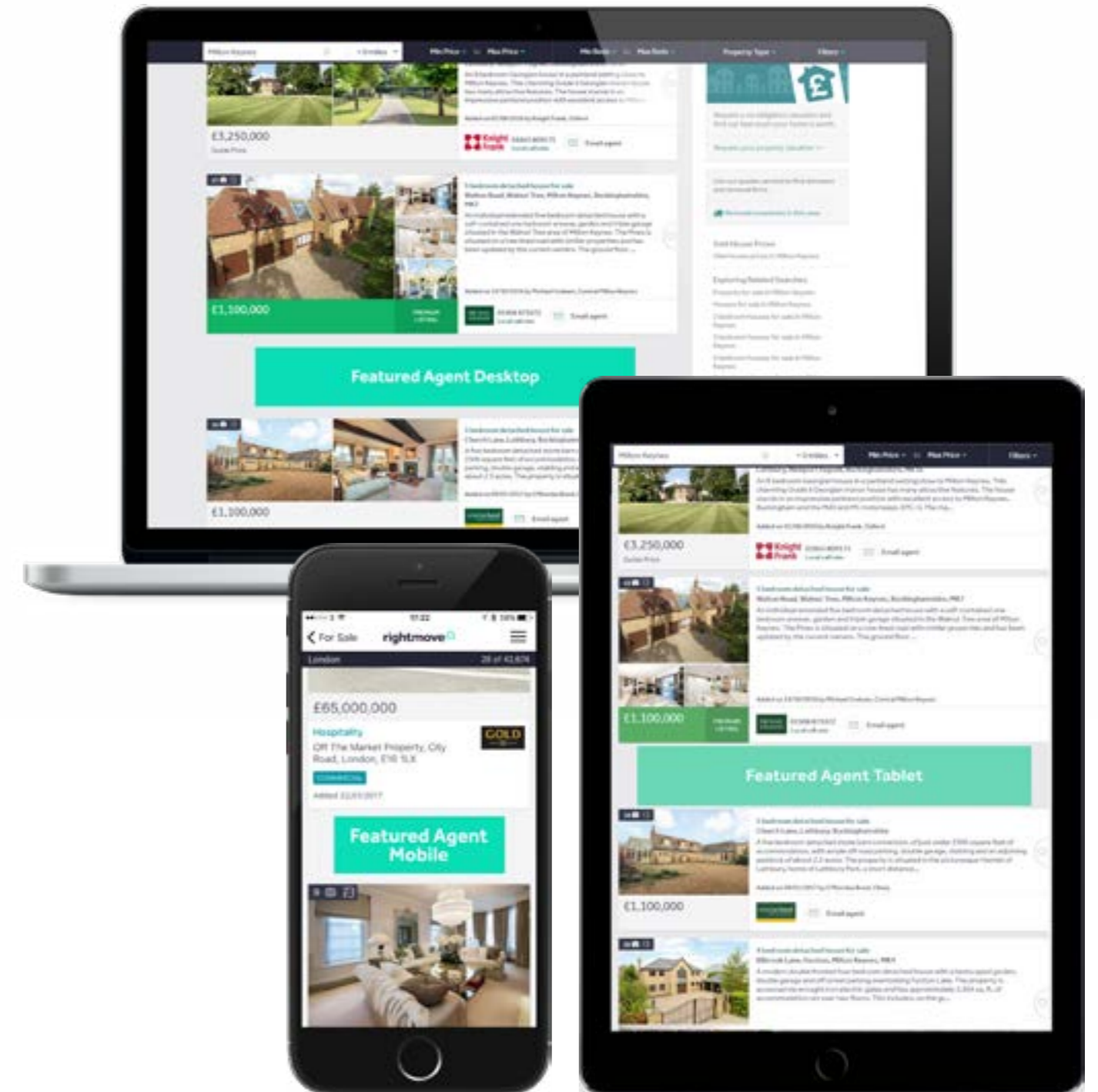
# Featured Developer.

Used in sales search
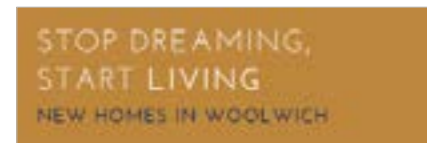


Used in rental search
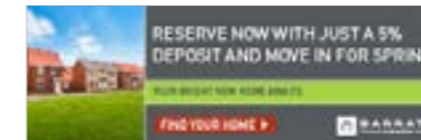


Used in sales search



The creatives in this document are examples only and not template designs

Used in rental search



Used in sales search



Used in rental search



The creatives in this document are examples only and not template designs

# Property Alert Sponsor.

## Dimensions

Size: 575 (w) x 102 (h) pixels • 72dpi • RGB •
Maximum file size 28kb • File: GIF

## What is it?

A banner advert in email alerts that gets your development
in front of a very motivated audience.

## How can it help you?

Pro-actively push your development to
the inbox of motivated home-movers.
It's a great way to target potential buyers
when they are registered and planning their
move as these users are amongst the most
engaged on Rightmove.

## What package
## do I need?

You will need to be on the
Gold Package to get
Property Alert Sponsor.

# Property Alert Sponsor.



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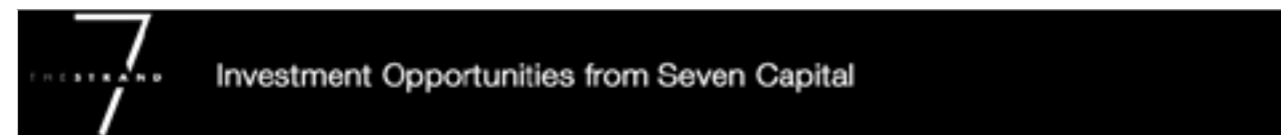
# Investor Membership.

## What is it?

A bespoke integrated membership with the option to include Featured Developer, Local Homepage and Email Campaigns.
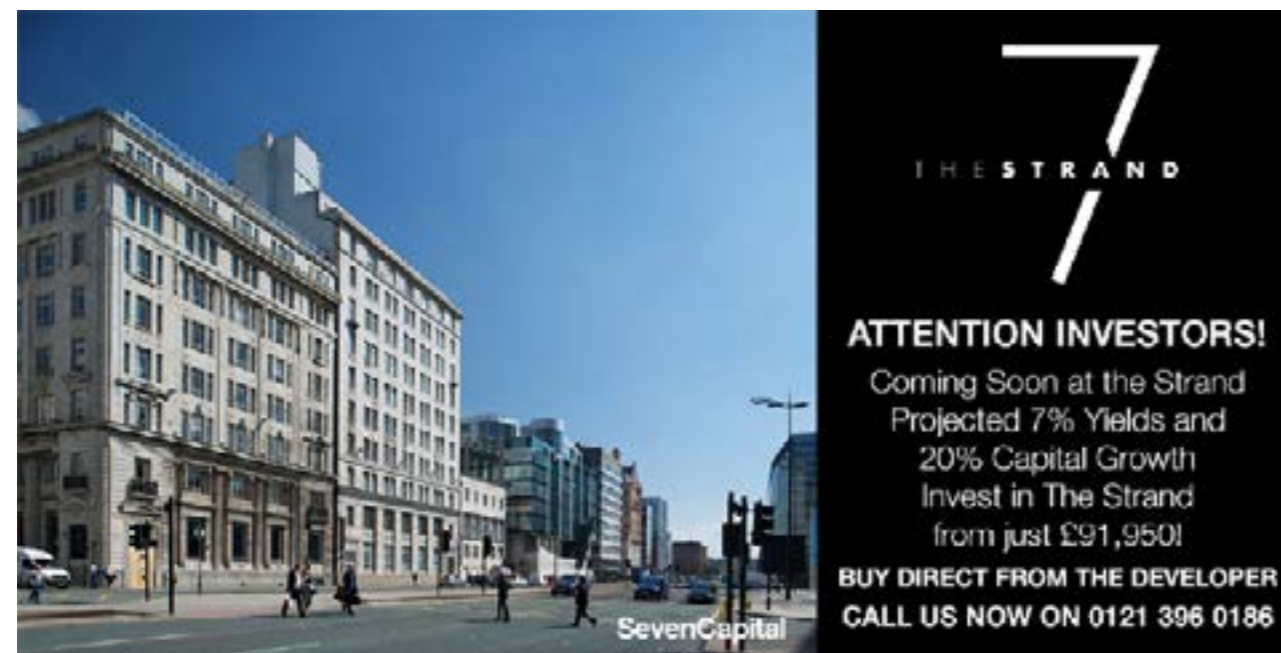
## How can it help you?

Entice those looking for a buy-to-let property and target both UK and overseas audiences in our investor database.
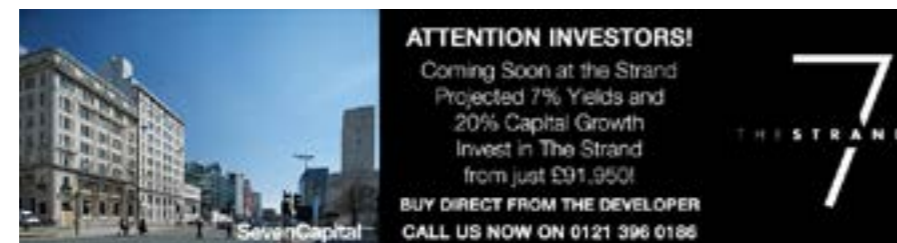
Brochure Plus - Microsite & Property Details Header



Microsite Welcome Page



Mid Page Advert



Local Homepage



# Investor Membership.

Brochure Plus - Microsite & Property Details Header



Microsite Welcome Page



Mid Page Advert



Local Homepage

# Developer Microsite.

## Dimensions

Brochure Plus - Header Size: Total size 980 (w) x 100 (h) pixel (design space* 680 (w) x 100 (h) pixels)
• 72dpi • RGB • File: Jpeg

*Please note:  The design space is smaller than the total size to allow the 'contact us' button and telephone number to be automatically added to the right hand side of the header

Brochure Plus - Mid Page Advert* Size: 284 (w) x 218 (h) pixels • 72dpi • RGB • File: Jpeg

*Please note: The Mid Page Advert sits on the property details page and links through to the Microsite

Welcome Page: 934 (w) x 472 (h) pixels • 72dpi • RGB • File: Jpeg
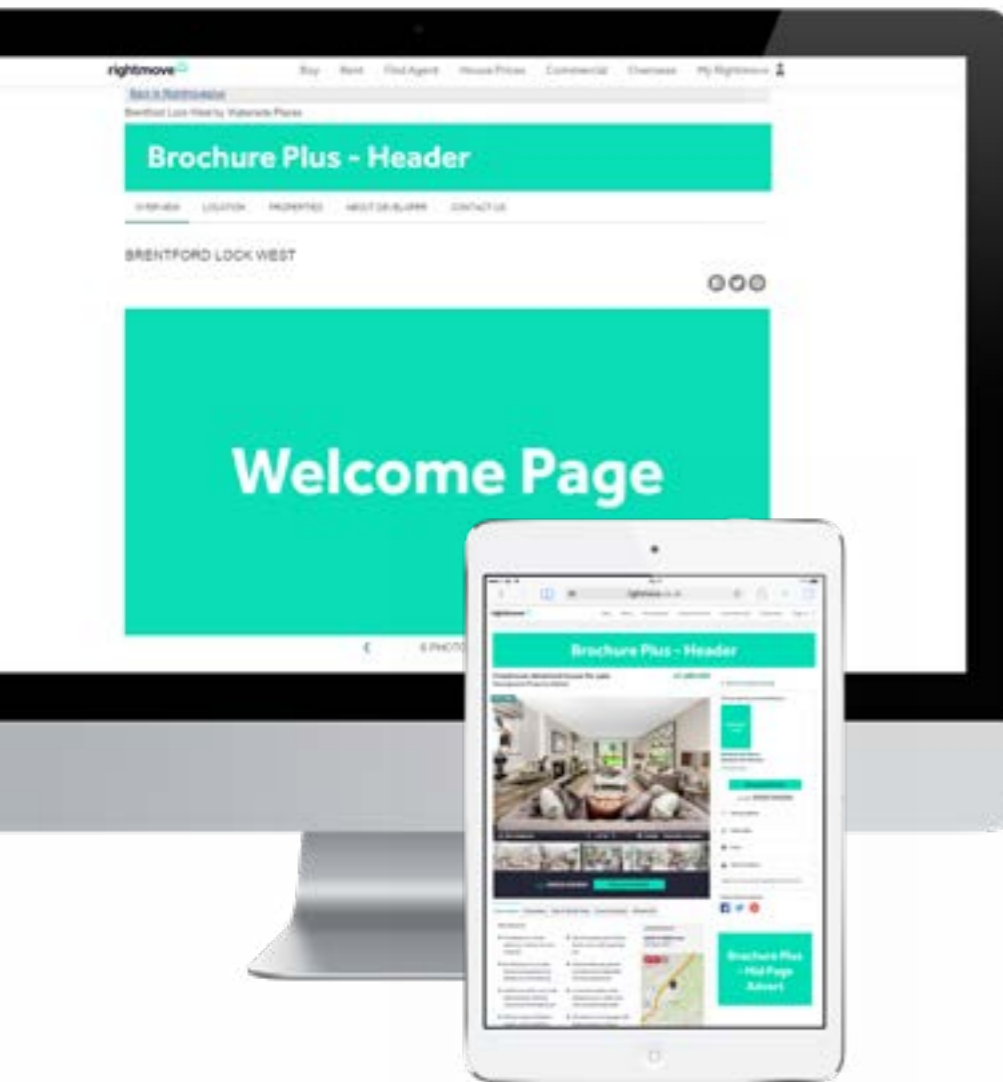


## What is it?

A self contained website to advertise your developments and promote the lifestyle of a location - your own space on Rightmove.

## What package do I need?

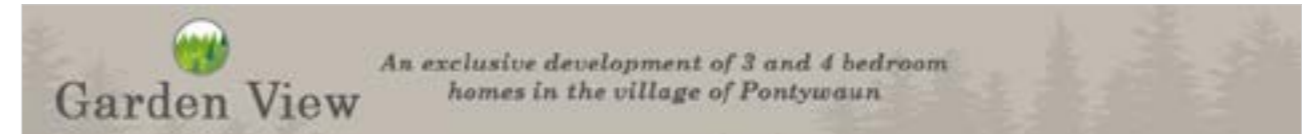With the standard package you get the Welcome page.

With the Gold Package you get Brochure Plus and the Welcome Page.
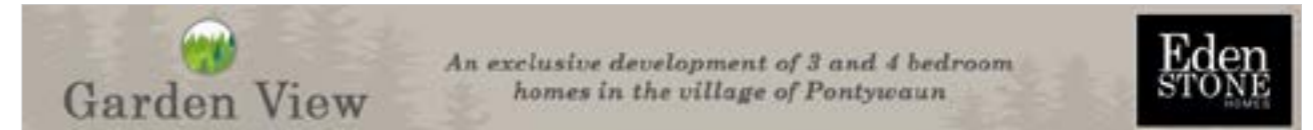
## How can it help you?

With a microsite you can capture your audience and show them all available properties on a development without returning to the main search listings. This ensures all leads come straight to you.

# Developer Microsite.

Brochure Plus - Microsite Header



Brochure Plus - Property Details Header



Microsite Welcome Page



Mid Page Advert



The creatives in this document are examples only and not template designs
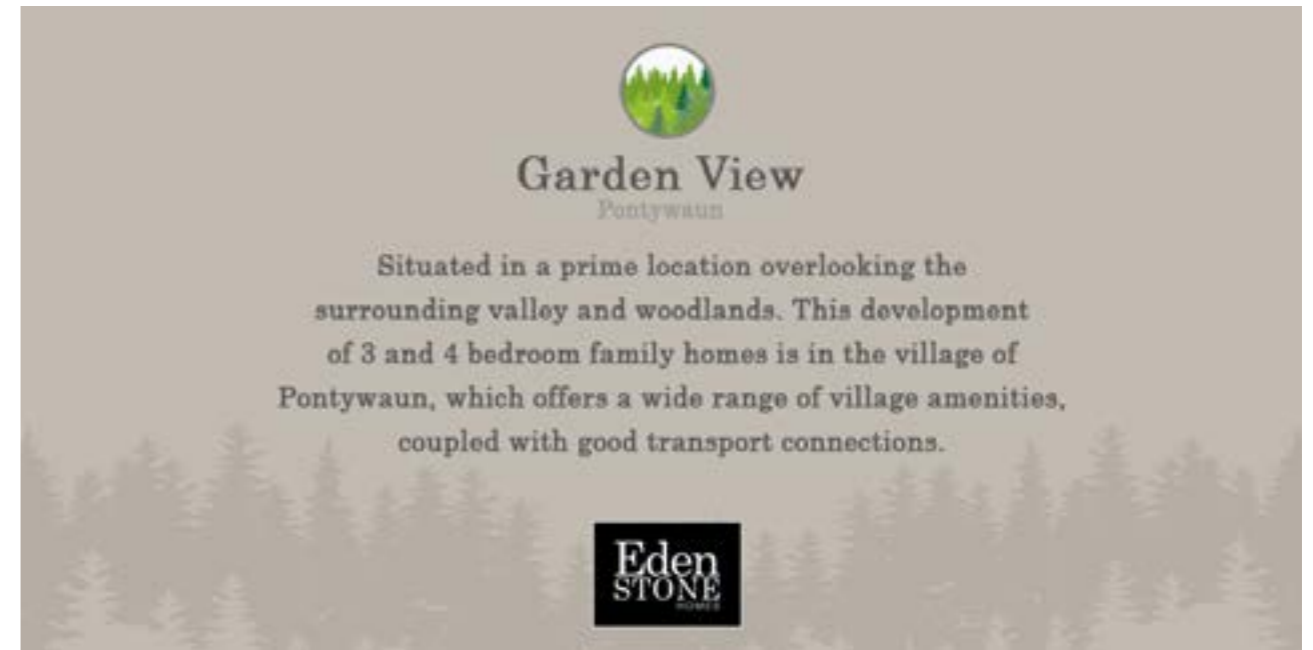
# Developer Microsite.

Brochure Plus - Microsite Header



Brochure Plus - Property Details Header



Microsite Welcome Page



Mid Page Advert



The creatives in this document are examples only and not template designs

# Rightmove Active.

## What is it?

An opportunity to target active users of Rightmove with an email campaign, Facebook Advert and SMS.
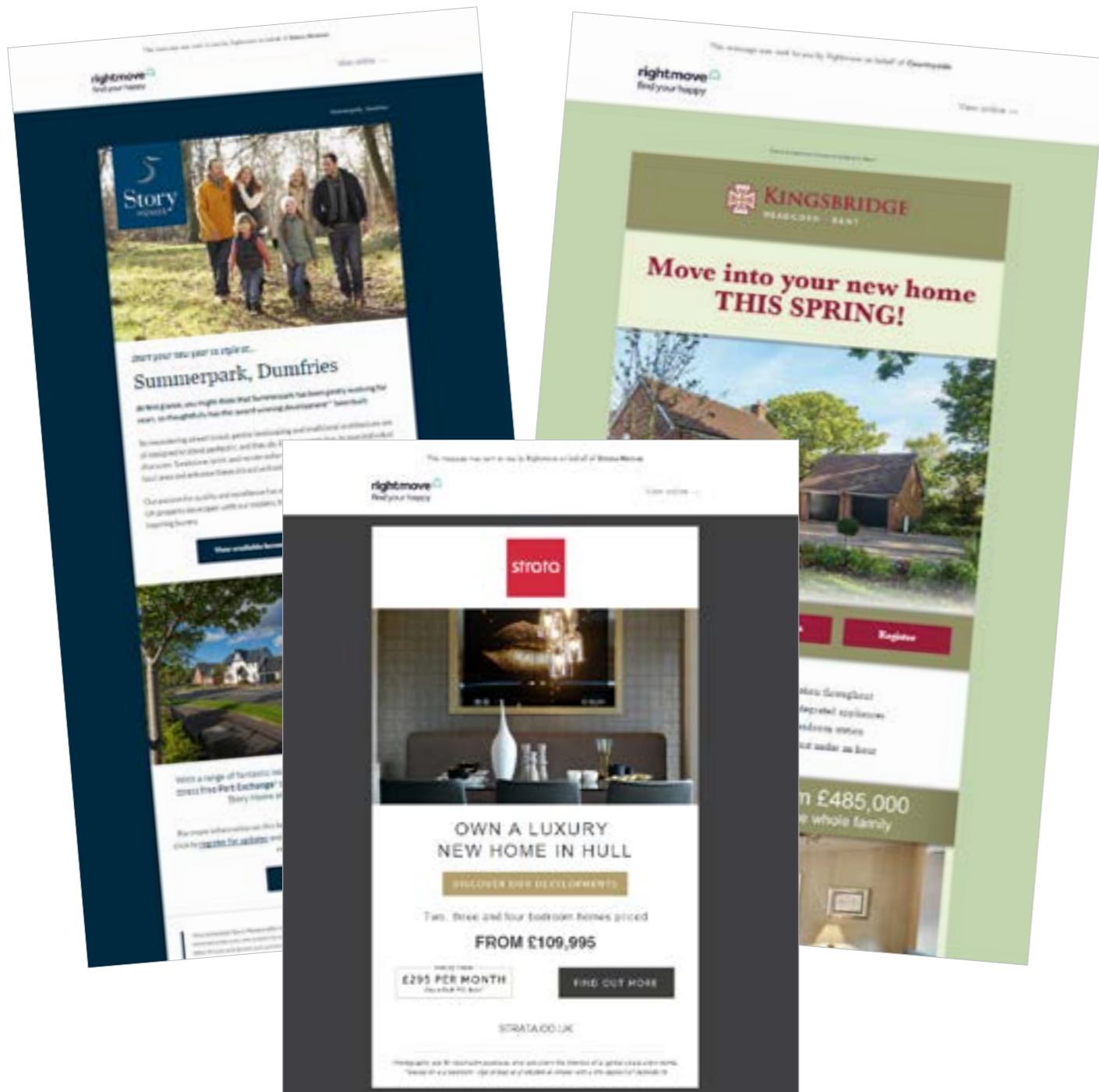
## How can it help you?

Land the right message at the right time. Get your message across multiple media channels to increase brand response.



The creatives in this document are examples only and not template designs

# Rightmove Active.

Here are some examples of an email campaign created to promote the content of your choosing.



The creatives in this document are examples only and not template designs

# Rightmove Active.

Here are some examples of Facebook adverts created to promote the content of your choosing.



The creatives in this document are examples only and not template designs

# What we need from you.

**High Resolution Logo**

Please send us through a high resolution logo along with your order. The logo should be at least 410 pixels high and sent in an EPS/PSD or Illustrator file if possible. We do also accept JPEGs or PDFs. If you are not sure where you can get a high quality logo from, think about who creates your sold boards, shop signage or stationery as they should have this on file.

**Brand Guidelines**

If you have any Brand Guidelines, please send these through to us as it is helpful to see how your branding should be used.

**Existing Marketing**

Sending through existing examples of marketing can help us keep your adverts consistent with your brand.

It can also be a good way of getting ideas for adverts.

**Brief**

We require a clear and concise brief with any order. This helps reduce the amount of amends to adverts and also means that we design an advert that you are happy with in the first instance.

**Images**

If you have any existing images you would like us to use within your adverts, please make sure they are at least 410 pixels high and are digital copies, rather than scanned images. Please also make sure that they are your own images and not images sourced from Google.

**Substantiation**

If you are making any claims on your adverts, please provide us with the substantiation. We do not accept any claims that cannot be substantiated.

For more information please refer to the Display Products Text Content Guide.

**Terms & Conditions**

If you are including offers within your adverts, please supply us with the full terms and conditions. We will need to make sure that there is sufficient information on the advert in the small print (for example offer end dates and exclusions).

For more information please refer to the Display Products Text Content Guide.

## Creating your own adverts?

There is a list of all the banner sizes and requirements you should need on the next page.

# Banner Sizes.

**Local Homepage**

Size: 900 (w) x 240 (h) pixels • 72dpi • RGB • File: Jpeg

**Homepage for Mobile – Banner**

Size: 1536 (w) x 410 (h) pixels • 72dpi • RGB • File: Jpeg

**Homepage for Mobile – Billboard**

Size: 1536 (w) x 1997 (h) pixels • 72dpi • RGB • File: Jpeg

**Featured Developer**

Mobile (S) – Size: 270 (w) x 90 (h) pixels • 72dpi • RGB • File: Jpeg

Tablet (M) – Size: 534 (w) x 104 (h) pixels • 72dpi • RGB • File: Jpeg

Desktop (L) – Size: 800 (w) x 120 (h) pixels • 72dpi • RGB • File: Jpeg

**Brochure Plus – Header**

Size: Total size 980 (w) x 100 (h) pixel (design space* 680 (w) x 100 (h) pixels) • 72dpi • RGB • File: Jpeg

*Please note the design space is smaller than the total size to allow the 'contact us' button and telephone number to be automatically added to the right hand side of the header.

**Brochure Plus – Mid Page Advert**

Size: 284 (w) x 218 (h) pixels • 72dpi • RGB • File: Jpeg

**New Homes Welcome Page**

Size: 934 (w) x 472 (h) pixels • 72dpi • RGB • File: Jpeg

**Property Alert Sponsor**

Size: 575 (w) x 102 (h) pixels • 72dpi • RGB • Maximum file size 28kb • File: GIF

**Investor Newsletter Banner**

Size: 560 (w) x 120 (h) pixels • 72dpi • RGB • File: Jpeg

**Brand Plus**

Size: 200 (max w) pixels x 100 pixels (max h) to guarantee it displays the best on all platforms however the logo will display on site as follows:

Maximum height of 50 pixels

Maximum width of 100 pixels

Maximum total area of 3500 pixels (e.g.- 70 x 50 or 100 x 35)