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Shore Construction

Case Study

Website and supporting print ads



Award winning property developer, **Shore Construction**, was looking for a new approach to selling their homes. Copy for the clean, clear and stylish new website needed to convey the high quality and attention to detail of the properties, including the care taken with proportions and interior design. Exterior detail was also a key factor in describing the excellently appointed gated developments, together with information about the wider communities.

The key demographic for the promotional material was aimed squarely at couples, or singles, whose families having fled the nest were ready to reassess their lives and relocate into the centre of a community; taking advantage of convenient local amenities but importantly not losing any of the style, comfort and security of an individually designed home.

We provided all the copy and the website was designed and developed Ned Hoste at [2H Design](#) .

To reinforce the launch of the website we then reworked the copy into 3 print ads for a great promotional package!

Small print ad, ¼ page – 82 words – excluding contact details

A new start for the New Year?

Introducing Buck Inn Yard, off New Street, Pocklington

Discover town house comfort, security and style with this rare opportunity to own a beautiful Georgian style home in the heart of Pocklington.

Conveniently located moments from the town centre in a private, quiet courtyard - discover a wealth of features as standard combined, with a quality and charm you'll find hard to beat, harder still to resist...

Downsizing without downgrading - make New Street your new start!

[Insert Shore Construction Contact details]



Medium print ad, ½ page – 126 words – excluding contact details

A new start for the New Year?

Introducing Buck Inn Yard, off New Street, Pocklington

Discover town house comfort, security and style with this rare opportunity to own a beautiful home in the heart of Pocklington.

Conveniently located moments from all the town centre's amenities within a private, quiet cobbled yard; traditional use of materials, spacious proportions and attention to detail all go to create our truly exceptional Georgian style properties.

Features include:

*Carpets, laminate flooring
Gas centrally heated and "living flame" fires
En suite bathrooms
Electrically operated garage doors
Concealed bin storage/maintenance of communal areas
Cooker, fridge, dishwasher, washing machine, dryer*

Discover a quality and charm you'll find hard to beat, harder still to resist...

Downsizing without downgrading - make New Street your new start!

[Insert Shore Construction Contact details]



Large print ad, full page – 195 words – excluding contact details

A new start for the New Year?

Introducing Buck Inn Yard, off New Street, Pocklington

Discover town house comfort, security and style with this rare opportunity to own a beautiful home in the heart of Pocklington.

Discreetly located in a quiet cobbled courtyard, moments from all the town centre's amenities, the pretty, soft hued Georgian style brick houses are laid out over three floors. With high ceilings and deep cornices, these individually designed homes offer light and spacious proportions.

Old style quality infuses the rooms and an intelligent, creative use of traditional materials, techniques and interior storage space adds to their charm and possibilities.

Our homes offer:

*Carpets, laminate flooring
Gas centrally heated and "living flame" fires
En suite bathrooms with economy flush toilets – heated towel rails
Craftsman built wooden sash windows – 26mm double glazing
Electrically operated garage doors
Concealed bin storage
Maintenance of all communal areas
Intruder alarms
Cooker, fridge, freezer, dishwasher, washing machine, dryer
Individual door furniture*

Downsizing without downgrading, make New Street your new start!

[Insert Shore Construction Contact details]

Shore Construction – an award winning building company with a reputation for crafting stylish individual homes of quality, with an attention to detail you'll find hard to match.