

Best Thought Leadership initiative:

BUILDING THRIVING COMMUNITIES

Redrow and Instinctif Partners deployed a thought leadership campaign to position housebuilder Redrow as a market leader in delivering thriving communities, by prioritising nature for people, placemaking for wellbeing and homes for all. Redrow wanted to reach local authorities and planning bodies, future home buyers and movers, and investors with the messaging that Redrow is at the forefront of delivering better places to live.



Press coverage headlines

“Wilton veteran’s village project highly commended at national awards ceremony”

“Nature-friendly biodiversity strategy launched in partnership with The Wildlife Trust”

“The importance of prioritising social value in the house building industry”

“Redrow shines with award on ‘Global Good’ platform”

London
**Evening
Standard**

METRO

THE SUNDAY TIMES

Property
Week

FIRST TIME
buyer

showhouse

the **PLANNER**

WhatHouse?

housebuilder

redrow.co.uk/promo/a-place-for-living
instinctif.com

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 **REDROW**
A BETTER WAY TO LIVE