



Selling the project

Why is this important?

Project information displayed on a hoarding will bring greater understanding of the work undertaken by the company and generate a more positive view of the project as a whole. This is a great way of informing the local community, leading to a better relationship and reduction in the number of complaints received.

Hoarding could also be used to increase the company brand awareness, therefore making the company more attractive to potential employees, buyers or clients.

What should we be doing?

There are various ways to sell the project to the public using the exterior facing hoarding. Promoting the project information and benefits will inform the public of why the construction site is there and remind them of the benefits it will bring to the local community. This is also an opportunity to advertise unusual features of the project, as well as promoting company values and achievements.



Suggested activities

Basic

- Information board
- Project information with directions to the company website
- Promotion of and direction to the online UK Construction Map
- Advertise project achievements/awards/success/important milestones
- Signage promoting benefits of project to local area

Best practice

- Viewing point/windows at appropriate points
- Display link to project specific website
- Bespoke company branded posters (includes name of the project, main contractor, architect, completion date, image etc.)
- Additional Scheme posters and other materials displayed
- Promotion of company values
- Poster with project image/progress/target vs actual Information
- Hoarding with images matching local environment
- Regular project updates
- Advertise company social media accounts
- Participation in the Ivor Goodsite Hoarding Competition
- Sustainability attributes of final building / product / asset promoted

Leading edge

- Interactive display for project/progress/target vs actual information
- Inventive and interesting hoarding designs to reflect finalised 'product'
- CGI images of final 'product'
- Viewing platforms
- 3D model display
- Video of environmental benefits and lasting legacy of the project
- Hoardings with mirrors to reflect surrounding view
- Branded scaffolding wrap showing project images

For more information, please visit the Scheme's Best Practice Hub and search for 'selling the project'.