



cyclone

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- FOR IMMEDIATE RELEASE -

Boutique Homes 'Make an Impression' with new TVC from Cyclone

Designer home builders, Boutique Homes, have just launched a new television campaign that speaks directly to the house-proud home buyer. 'Make an Impression' speaks to the feelings of ownership and pride a new home owner may experience when entertaining in a home that is fashionable but also affordable.

Cyclone Creative Director, Sam Hooper, said "Our goal was to set a new standard within the home building category, by creating a visual narrative designed to resonate with style-driven home buyers."

Beautifully showcasing Boutique's Grange 45 home, the narrative follows a Boutique home owner as she prepares to host a dinner party in her new home. Using a combination of macro and wide shots, the TVC cuts together rhythmically to a music track composed specifically for the Boutique brand.

The TVC is injected with an energy and sense of life rarely seen in the home builder category.

The kitchen, bathroom and alfresco area are all being used, while children and a dog are shown tearing through the living spaces in a true-to-life fashion.

Boutique Brand Manager, Carly Wall said the new TVC "Beautifully compliments our refreshed brand and has generated fantastic feedback from our internal team".

See the TVC on Youtube: <https://www.youtube.com/watch?v=V80pwMGdZAs>

Credits

Client - Boutique Homes

Carly Wall - Brand Manager, Boutique homes

Sarah Farly - Marketing Manager, ABN group

Creative Agency - Cyclone

Account Director - Christian Vasquez

Senior Account Manager - Jo Stokes

Creative Director - Sam Hooper

Art Director - Leslie Preyer

Copywriter - Hannah McElhinney

Production Partner - New Macpherson Video agency

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