



Storage Investments Australia  
Roomia Self-Storage





# Storage Investments Australia Roomia Self-Storage

Demonstrates.

- Ability to develop a national brand from inception to launch
- Effectiveness of DPR&Co's Brand Strategy and The New Truth™ creative process
- Capability in market segmentation developing/codifying a compelling brand
- Ability to cost effectively manage brand development and launch within a tight time frame

The challenge.

Storage Investments Australia (SIA) is a leader in the establishment and construction of quality self-storage facilities with operations across Australia. Having established a new self-storage management and operations capability, SIA briefed DPR&Co to develop a brand, a brand strategy, a brand playbook and a launch strategy to be rolled out over the coming 2 years.







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### Our response.

It's rare that an agency gets the opportunity to create a national consumer brand from nothing. This is one such case – and it's one we're extraordinarily proud of.

The initial project scope was centred on brand development and strategy. It involved us inventing and registering a name, developing the brand strategy and positioning, creating and codifying the visual identity for the brand and undertaking the built-environment and vehicle design.

The positioning of the Roomia brand is unique within the self-storage industry. While other brands lean heavily on security and access, we felt these attributes were 'hygiene' for the category. Instead, we developed a positioning based on flexibility and

customised storage solutions – one targeted to reach a female audience more effectively.

We also identified that most storage purchases are made in response to significant life changes and tipping points, many of which are stressful. The brand was positioned to show empathy in those moments by providing a simple, stress-free, welcoming service where there's a solution for every need.





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### Our response.

We then turned our attention to the launch creative and deployment. For this, we deployed our proprietary creative ideation methodology, The New Truth,<sup>™</sup> to develop a campaign based on the question: 'Who knew that a little extra space could change your life?' highlighting Roomia's relevance during specific moments of truth for consumers. An integrated brand and call-to-action invites audiences to 'Make your life Roomia'.

The total project rolled out over a period of just 14 months.

#### Credits:

- Strategy: Phil Huzzard
- Brand strategy: Axel Dench
- Creative direction: Richard Ralphsmith
- Design: Frankie Ey and Julia Cornelius
- Animation: Matt Hitch
- Account direction: Leanne O'Connor
- Account management: Carla Brugliera





Online video  
<https://vimeo.com/825278251>



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Campaign summary.

<b>Client</b>	Storage Investments Australia
<b>Product</b>	Roomia Self-Storage
<b>Audience</b>	People 25+ experiencing life/work changes
<b>Channels</b>	BVOD, digital, social, web, built environment, vehicle, collateral
<b>Deliverables</b>	Brand strategy and design, building design, vehicle design, OLV, creative for digital, social and web
<b>From brief to live</b>	14 months
<b>Performance</b>	The first site re-launched in March. SIA budgeted for a 20% drop in booked space recovering over a 12-month period. Actual drop was just 10%, with bookings now above pre-switch levels and growing within 30 days.

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