CASE STUDY

STORAGE INVESTMENTS AUSTRALIA

ROOMIA SELF STORAGE



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DEMONSTRATES

- Ability to develop a national brand from inception to launch
- Proven effectiveness of DPR&Co's Brand Strategy and The New Truth™ methodology
- Expertise in market segmentation, brand development, and brand codification
- Ability to deliver complex brand development and launch programs within tight timeframes and budgets.

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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 engaged DPR&Co to create an entirely new consumer brand. The brief encompassed the development of a brand name, brand strategy, visual identity, brand playbook, and a staged launch strategy to support growth over the following two years.

The challenge was to create a distinctive and compelling brand capable of standing apart in a highly competitive category while supporting national expansion ambitions.

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OUR RESPONSE

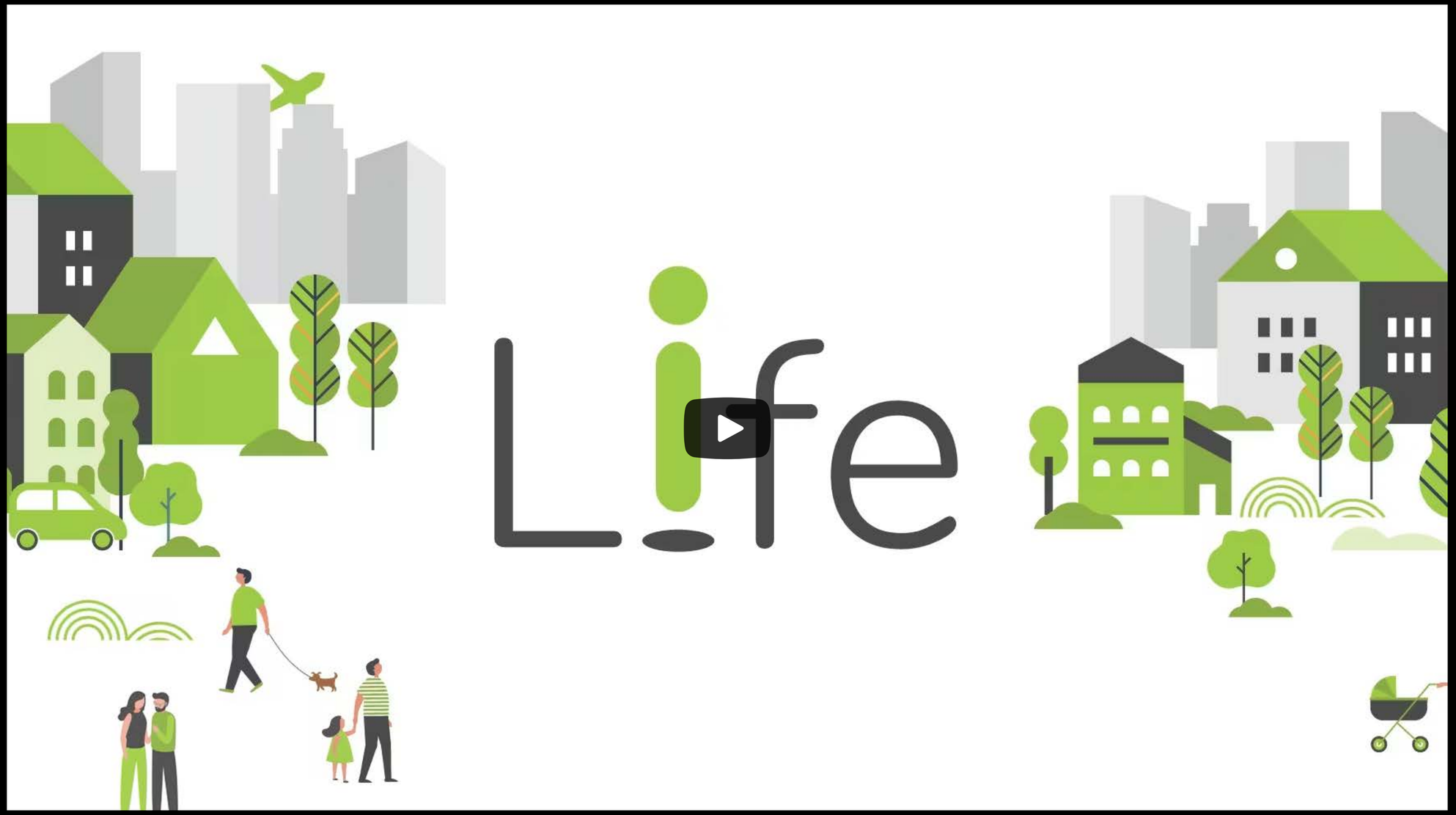
Opportunities to create a national consumer brand from the ground up are rare. Roomia presented exactly that opportunity.

Opportunities to create a national consumer brand from the ground up are rare. Roomia presented exactly that opportunity.

The project commenced with the development and registration of a new brand name, followed by the creation of a comprehensive brand strategy, positioning framework, visual identity system, and brand governance tools. DPR&Co also developed the built-environment and vehicle branding designs to ensure a consistent and recognisable customer experience.



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THE RESULT

Following completion of the brand strategy and identity work, DPR&Co developed the launch campaign using its proprietary The New Truth™ methodology. This process led to the campaign platform:

“Who knew a little extra space could change your life?”

The campaign highlighted Roomia’s relevance during key life moments while demonstrating the practical and emotional benefits of having extra space. Supported by the brand call-to-action, “Make Your Life Roomia,” the campaign established a distinctive and memorable position within the category.

From brand creation through to launch planning and deployment, the entire project was successfully delivered within a 14-month timeframe, providing SIA with a scalable national brand platform to support future growth and expansion.

CLIENT	Storage Investments Australia
PRODUCT	Roomia Self Storage
AUDIENCE	People 25+ experiencing life/work changes
CHANNELS	BVOD, digital, social, web, built environment, vehicle, collateral
DELIVERABLES	Brand strategy and design, building design, vehicle design, OLV, creative for digital, social and web
FROM BRIEF TO LIVE	14 months
PERFORMANCE	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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