



CREATIVE WITH DIGITAL

CLIENT: KNIGHT FRANK

Knight Frank are managing agents for the Toscana Resort Castelfalfi. This is no ordinary development; it's a complete renovation of a Tuscan estate, which aims to bring new life to the entire region. Across 11km² of stunning Italian landscape, clustered around a medieval castle, the site dates back to the thirteenth century. The development encompasses private homes, a 27-hole golf course, a 30-key boutique hotel, health spa and swimming pools.

Knight Frank appointed Bounce to develop a suite of marketing tools. And challenged us to push the creativity up a level from previous material developed for the German market.

OUR WORK

The creative vision was simple. To be informed by the stunning beauty of the estate landscape and to execute this to its full dramatic effect. To achieve this we used a handful of 'hero' panoramic photographs that best captured the spirit of the resort and combined these with lyrical copywriting:

A Tuscan dream, 800 years in the making

A creative combination that conveyed the essence of the resort and drew potential buyers into the vision for its future.

Beyond the [website](#) we created a complete, integrated campaign including printed brochure and buyer's guide, and property folders for each of the three types of home on offer. We are also providing design solutions for the signage and advertising creative and production across print and digital media.

WHAT HAPPENED NEXT?

Marketing of the resort has recently started, timed to coincide with the first phase of construction work.

