



## SOUTH KENSINGTON ESTATE CASE STUDY

# Elevating South Kensington Estates with We Are Marble

### Introduction

South Kensington Estates (SKE) enlisted We Are Marble to provide comprehensive marketing support, aiming to enhance their leasing strategy and improve stakeholder engagement. Our collaboration focused on creating and implementing marketing strategies for commercial and residential properties, managing SKE's corporate website, and overseeing social media channels. Additionally, we played a crucial role in stakeholder relations and streetscape management, significantly contributing to the estate's growth and development.

### Background

South Kensington Estates, a prominent real estate entity, manages a diverse portfolio of commercial and residential properties in one of London's most prestigious areas. SKE's mission is to cultivate a vibrant, high-end community that attracts luxury retailers, hotels, and affluent residents, enhancing the overall appeal and value of the estate.

### The Challenges

South Kensington Estates faced several key placemaking challenges:

- Leasing Strategy: Developing marketing collateral to attract high-end retailers and hotels.
- Stakeholder Relations: Building effective relationships with neighbouring stakeholders to promote the area collectively.
- Urban Design Management: Aligning stakeholders on streetscape urban design projects and securing necessary approvals for public space enhancements.



## Our Approach

We Are Marble adopted a multi-faceted approach to address these challenges:

- **Marketing Support for Leasing Strategy:** We developed and implemented a comprehensive marketing strategy, including the creation of brochures, target marketing campaigns, and visually appealing hoardings. Our efforts aimed to position SKE as a prime location for luxury retailers and hotels.
- **Stakeholder Relations:** We fostered strong working relationships with neighbouring stakeholder groups such as Brompton Cross and ERCCG, promoting collaborative opportunities and content sharing.
- **Urban Design Management:** We coordinated with agents and stakeholders to align on streetscape design projects, including store front design strategy and managing public space enhancements such as planters and water fountains.
- **Exhibition Road:** We facilitated the licence renewal, public consultation, and planning application processes, liaising with commercial tenants, stakeholders, councillors, and residents to drive area improvements.

## Results

- **Marketing Support for Leasing Strategy:** The creation of branding, collateral, and hoardings successfully attracted high-end luxury retailers and hotels, further enhancing the estate's appeal.
- **Stakeholder Relations:** Significant progress was made in fostering collaboration among stakeholders, resulting in a unified effort to promote South Kensington as a premier destination.
- **Exhibition Road:** We successfully coordinated stakeholders, councillors, residents, and retailers/showrooms to initiate public consultations aimed at improving the area.

## Conclusion

We Are Marble's strategic approach and comprehensive marketing efforts have significantly contributed to the growth and development of South Kensington Estates. Our collaboration has not only enhanced the estate's appeal to luxury retailers and hotels but also strengthened stakeholder relations and driven impactful public space improvements.