

Douglas & Gordon

Douglas and Gordon are a new breed of estate agent. They are professional, innovative and caring, qualities rarely associated with their profession. Their environments and brand experience did not adequately reflect this: By expressing their unique qualities through their brand experience they would gain a significant advantage in such a competitive sector.

The Brief:

'i-am' were asked to design striking modern environments and a distinctly memorable client experience that reflected the Douglas and Gordon brand values and personality. The final solution to the brief also required the development and expression of tangible points of difference, reinforcing the considered high level of service that Douglas and Gordon have become renowned for.

The Solution:

First 'i-am' analysed every element of the Douglas and Gordon customer experience and then proposed a bespoke design solution in the form of a rich, warm and inviting workspace now popular with staff and clients alike. 'i-am' also proposed a strategic advice driven process that celebrates the role of the estate agent.

The Result:

The concept is currently being implemented across the Douglas and Gordon estate. Branches that have been transformed show significant uplift, improving levels of business while reinforcing the brands values and its unique proposition.

