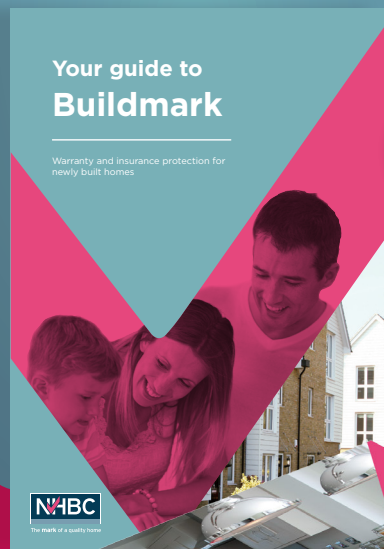


NHBC Consumer Marketing Strategy

A key aim of the NHBC Business Plan for 2014-15 was to build the NHBC brand with consumers.

A consumer marketing strategy was developed to deliver:

- Specific consumer NHBC brand look and feel.
- A partnership plan to join forces with 3rd parties with a strong relationship with consumers in the new homes market.
- A toolkit & training programme for NHBC registered builders.
- A brand new website aimed specifically at the buyers of new-build homes.



The mark of a quality home