

# A NEW CHAPTER:

Storytelling in Commercial Real Estate

Written by Dave Blendis

**ROWDY  
THOUGHTS**

In 2023 as interest rates peaked and portfolio valuations plummeted, many in real estate were wondering when business would return to usual<sup>1</sup>. However, as we gain more distance from the pandemic, it's becoming clear that not only has business not been usual for some time, it probably never will be again.

This is recognised by business leaders who no longer expect a return to the way things were before<sup>2</sup>, and portfolio managers and asset owners who are responding by shifting the model of commercial real estate<sup>3</sup> to focus more sharply on their tenants' needs and provide them with more services<sup>4</sup>.

But as the already tricky new path is made even harder to tread by ESG (environmental, social and governance) related policies and regulations, it is becoming extremely challenging for brands to find success in this landscape.

We believe the solution as always, is a little **noise** and **order**.

<sup>1</sup> <https://www.pwc.co.uk/services/business-restructuring/insights/turning-real-estate-disruption-to-your-advantage.html>

<sup>2</sup> <https://www.pwc.com/us/en/industries/financial-services/asset-wealth-management/real-estate/emerging-trends-in-real-estate.html>

<sup>3</sup> <https://bookacorner.com/real-estate-era-of-disruption/#:~:text=A%20year%20after%20the%20pandemic,found%20a%20completely%20new%20environment.>

<sup>4</sup> <https://www.pwc.co.uk/services/business-restructuring/insights/turning-real-estate-disruption-to-your-advantage.html>



~~When will we get back~~  
to business as usual?

## NOISE

Commercial real estate has always been about features, and while a great agent can appeal to their prospective tenants' hearts as well as their heads, the sale is traditionally very much about addressing practical real world needs.

But again, as we shift to a more service-driven approach with spaces for creativity, innovation and wellbeing taking prominence on the list of occupier priorities, operators that can tap into their customers' emotional needs will stand out in the market.

Out of category examples like Air BnB's 'Host Stories' use stories to connect with their customer on an emotional level that relates the human experience of the product, as well as the practical benefits.

Of course no deal is getting closed if the specifications of a space don't meet expectations, but to truly capture attention, consider how to use storytelling to make a deeper emotional connection with your audiences and stand out from a highly rational crowd.

Image: Air BnB Host Stories



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## ORDER

Flexible design? Proptech enablement? Service activations? Commercial real estate propositions are becoming broader and more complex. And while all that value is a good thing, it makes the communicating of that value more challenging.

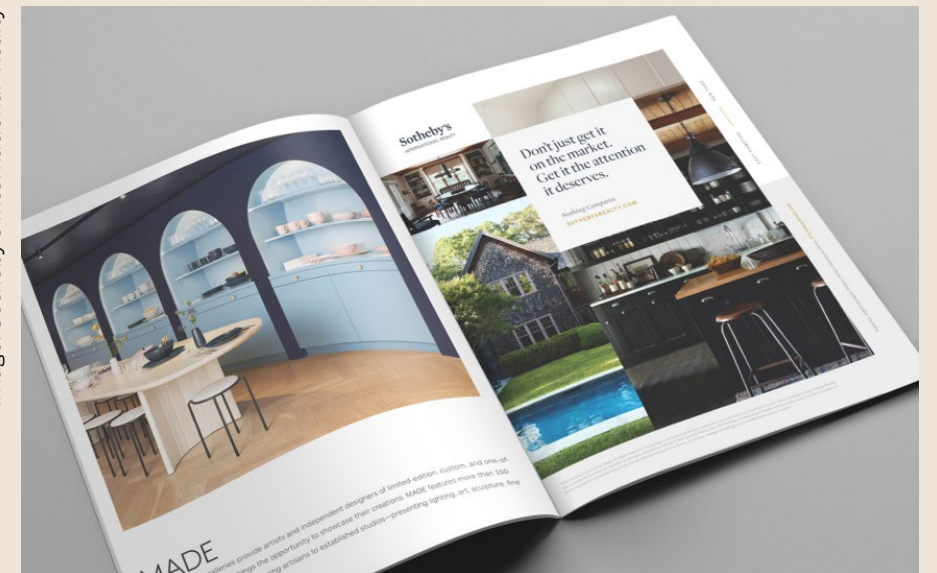
A good proposition should clearly and succinctly capture that brand's benefit to its audience – the 'what' (features and benefits) but also the 'why' (what those features and benefits ultimately result in). While the real estate industry has always been strong on the former, it's still struggling with the latter.

There is a real opportunity for the commercial real estate category to use storytelling to enhance their propositions, and go beyond the practical benefits to forge deeper emotional connections with their audiences. Those that find the right balance of noise and order in this space will stand up and stand out in an otherwise traditional space.

Image: The Lab E20



Image: Sotheby's International Realty



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At Rowdy we believe the biggest opportunities that businesses face today are best realised by combining deep strategic rigour with explosive creative energy.

Noise & Order is all about blending sound strategy with loud ideas. The big thinking with the practical outputs. Generating the noise that helps you stand out, with the order that makes it tangible. Building brands that drive commercial value for business, and make lasting meaningful connections with their audiences.

### **We bring Noise and Order...**

At Rowdy Studio, we use our noise and order approach across the complementary disciplines of strategy, design and activation to build clarity, connection and affinity between startups and their key audience groups.

Noise and order means combining big thinking with practical outputs. Generating the noise that helps you stand out, with the order that makes it tangible.

All in all, building brands that drive business objectives and make meaningful connections with audiences.

Take a look at our [work here](#).



**Dave Blendis**  
**Voice and Strategy Director**

Dave is a creative writer and strategic thinker with over 20 years' experience helping brands bravely face the future.



# **NOW LET'S TALK ABOUT YOU**

**READY TO BUILD A BRAND  
THAT DELIVERS?**

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