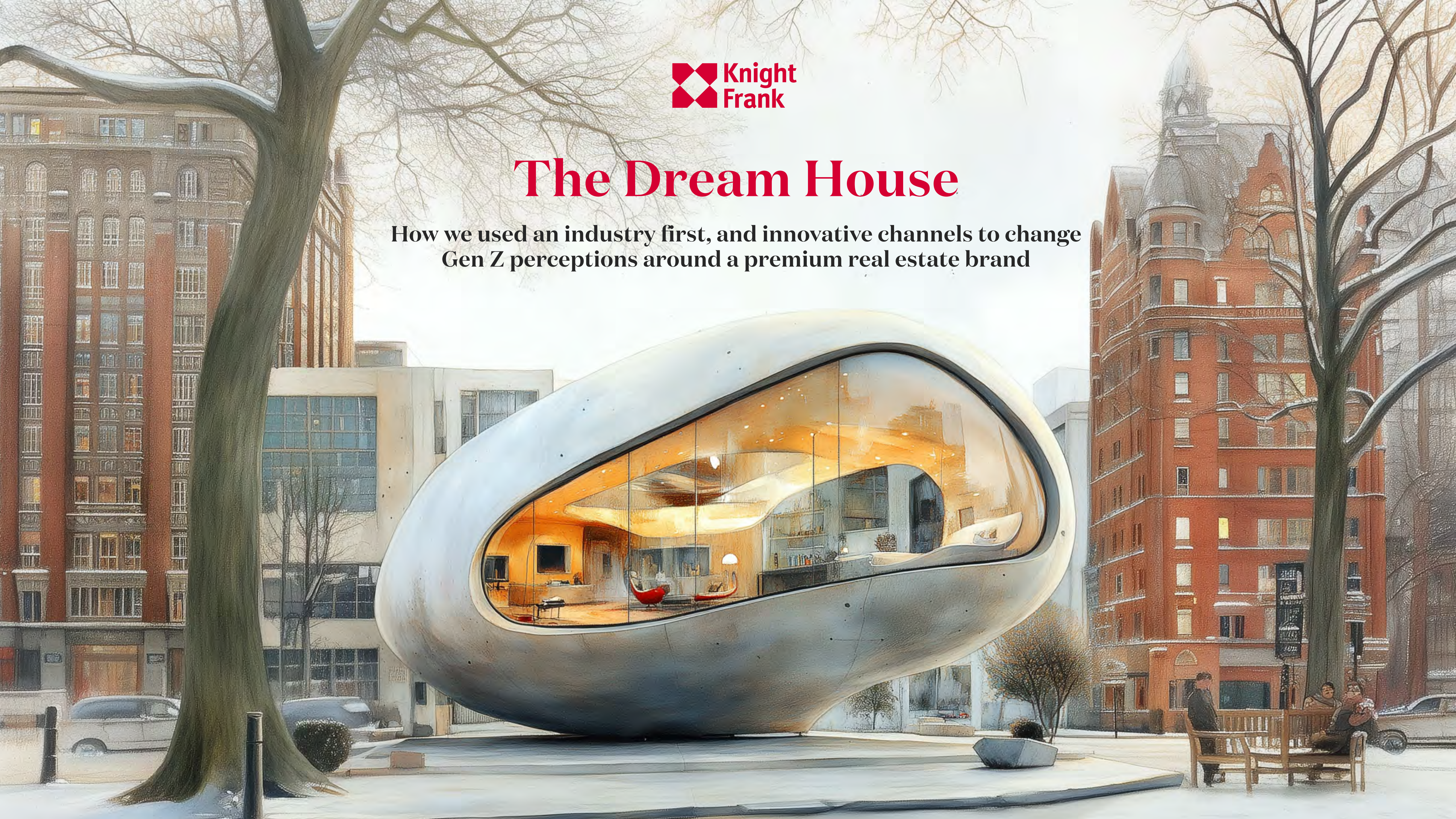




The Dream House

How we used an industry first, and innovative channels to change Gen Z perceptions around a premium real estate brand



OBJECTIVES



Increase in job applications from ethnic minority students



Impressive reach with Gen Z candidate audiences



Big rise in traffic to graduate careers site



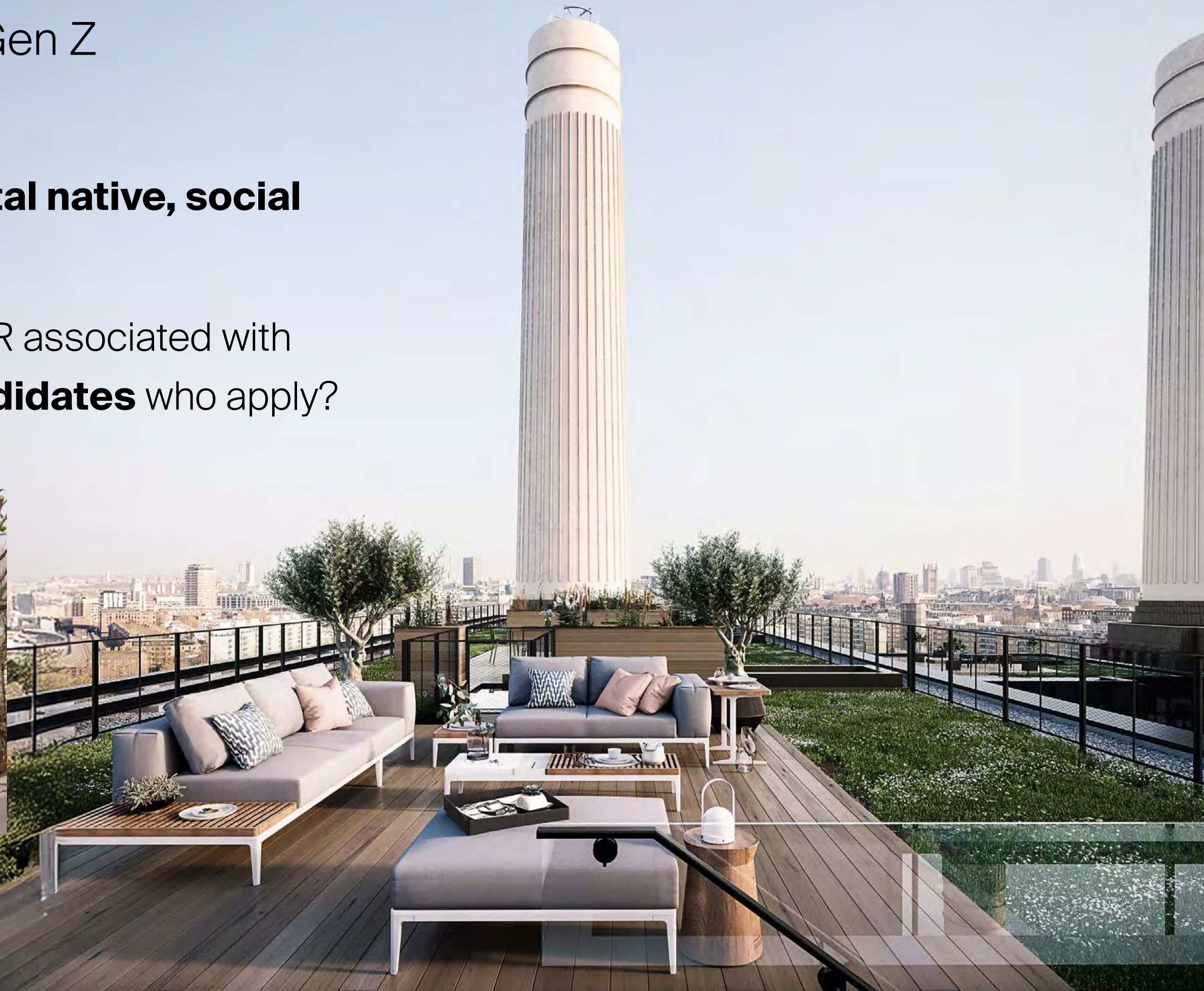
[Watch our case study](#)

STRATEGY

Premium real estate brands **aren't** the first companies that come to mind as Gen Z career destinations.

How do you engage this **civic minded, digital native, social savvy audience**?

How do you get past the potential negative PR associated with wealth? And **increase the diversity of candidates** who apply?



STRATEGY

With Knight Frank, we had an idea:

An influencer-led social competition to ‘Design your dream property’.

The brief gave candidates full freedom. They could design whatever building they wanted, as long as it solved a problem: sustainability, accessibility, social impact, whatever motivated them...

Design platforms



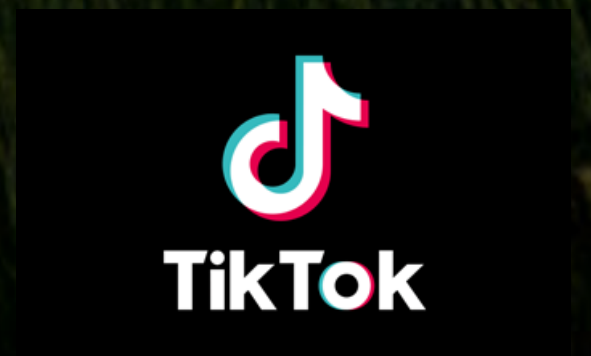
ROBLOX



Influencers



Social channels



EXECUTION

We set out to do something that hadn't been done before in the real estate industry. And we wanted to reach Gen Z in all its diversity.

So we leaned into channels and platforms rarely used in employer branding that fit our target demographics. For example, **Twitch (36 million active users aged 16-24) and Sims (60% of users are female and 18-24).**

Having credible ambassadors to engage audiences and drive player numbers really mattered, so strategic influencer selection was critical. After extended research, our social strategy team picked: **Ebonix, a powerhouse Sims Twitch streamer**, and **Matt Smith-Wood, a standout finalist from BBC's Interior Design Masters.**



Ebonix



Matt Smith-Wood



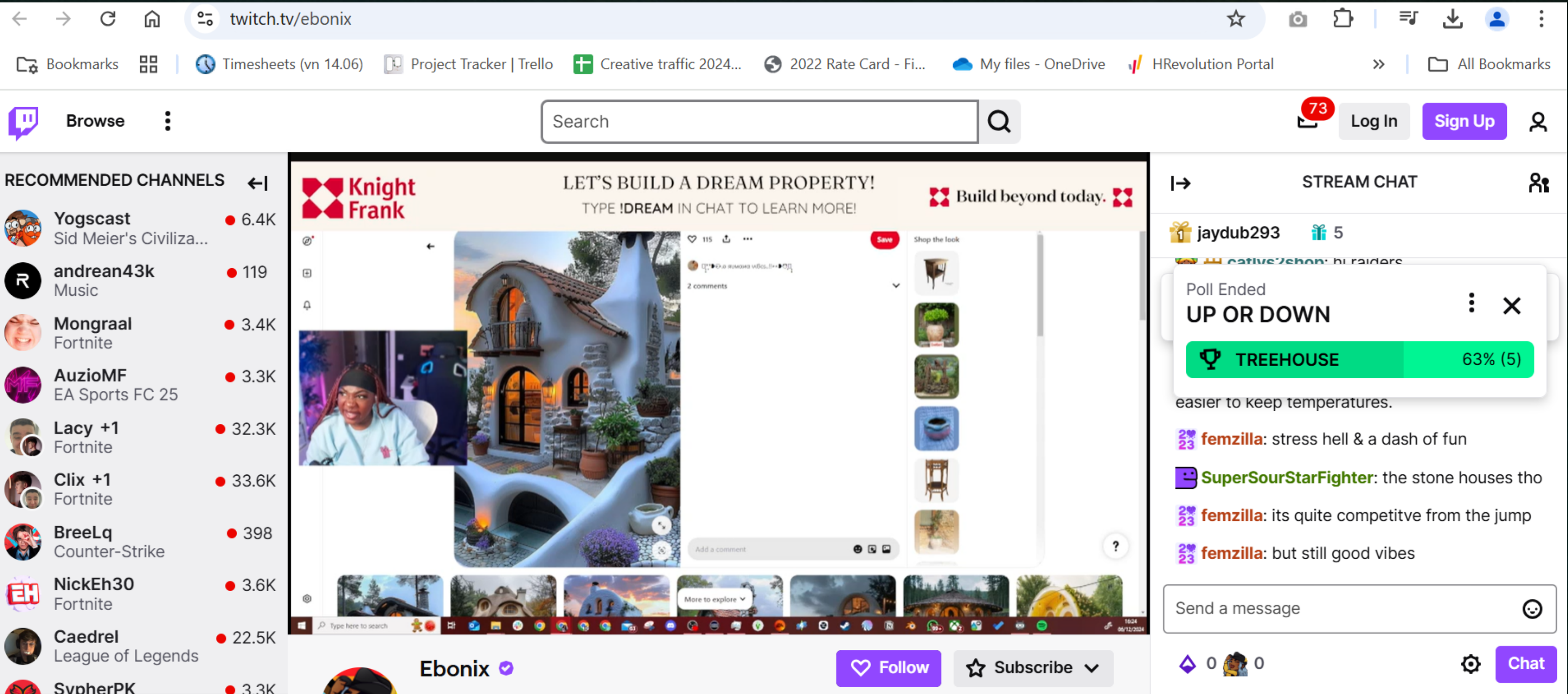
EXECUTION

We challenged university students to dream big – offering a £3,000 prize for envisioning real estate solutions for tomorrow’s world. With Ploy’s laser-focus on early career audiences, Knight Frank positioned itself as one of the first brands to boldly activate on the platform, capturing attention in a space few had even entered.

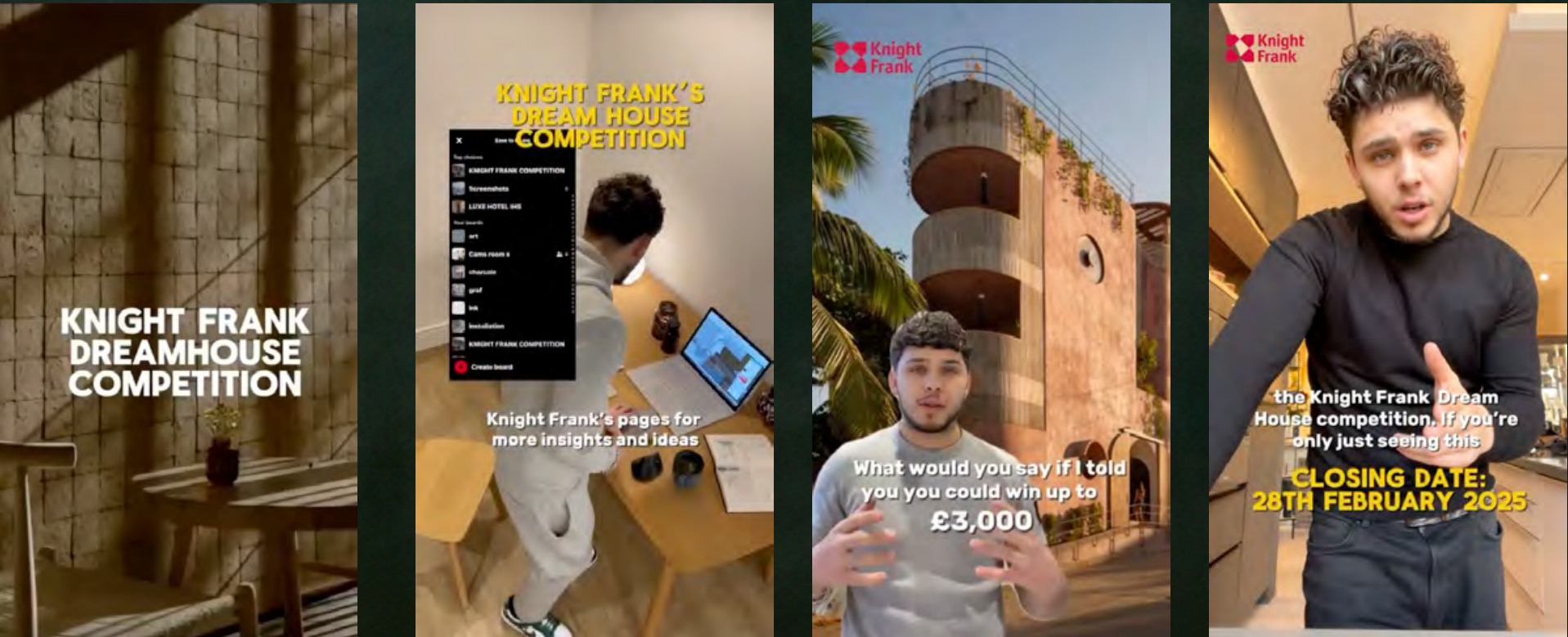
Influencers took the campaign even further, driving real-time engagement through live streams and organic chat interactions with fiercely loyal audiences.



Twitch live stream



Influencer promotional clips



Audiences loved it. ❤️❤️❤️

@benreed
“Thanks for sharing KF 🙌🙌”

@katieh
“Thanks for the tips! 🏠”

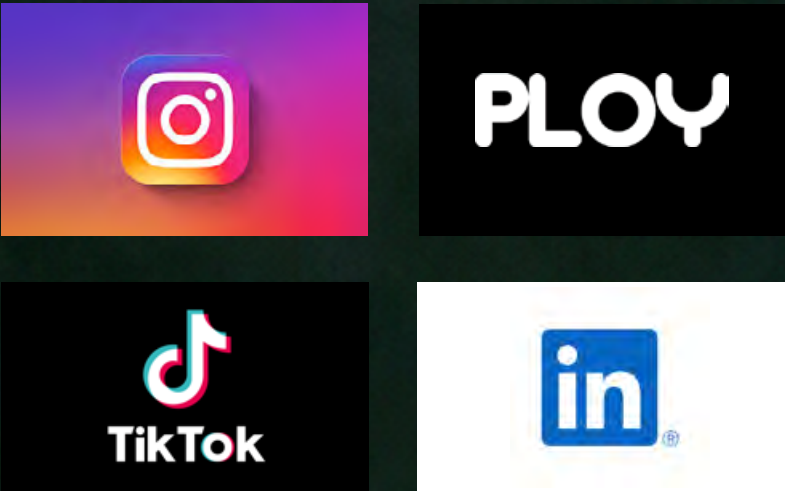
@danieladams
“What’s the starting salary for grads? 😊”

@kelly
“Do you have any internships? 😊”

EXECUTION

We gave the competition its own site.

We directed GenZ audiences to the site using advertising across Ploy, Instagram, LinkedIn, and TikTok, leveraging a high-impact mix of organic and paid strategies.



Have you signed up to be a part of Dream House Competition?

Yes No

You're on your way to winning a cash prize... no seriously! You can win up to **£3,000**

What are you waiting for? Head to our early careers website to find out how to enter.

Find related content Search

knightfrankgradcareers · 2-10

Your Dream House could look like any of these properties 🏡 Or not. It's up to... more

Add comment...

It might be Sims or Roblox,

ROBLOX The Sims

5,025

Design your dream property using whatever medium you prefer.

5,025



Describe your property of the future and you could win £3000.

Attach any images, powerpoints, word files or pdfs.

Submit

#KnightFrankDreamHouse

What kind of property can I think about?

It could be a residential space like eco-friendly student accommodation, a family's first home or a contemporary community residence.

Or you could choose the commercial route and imagine an innovative office space, a high-spec entertainment facility or a distribution centre focused on employee wellbeing.

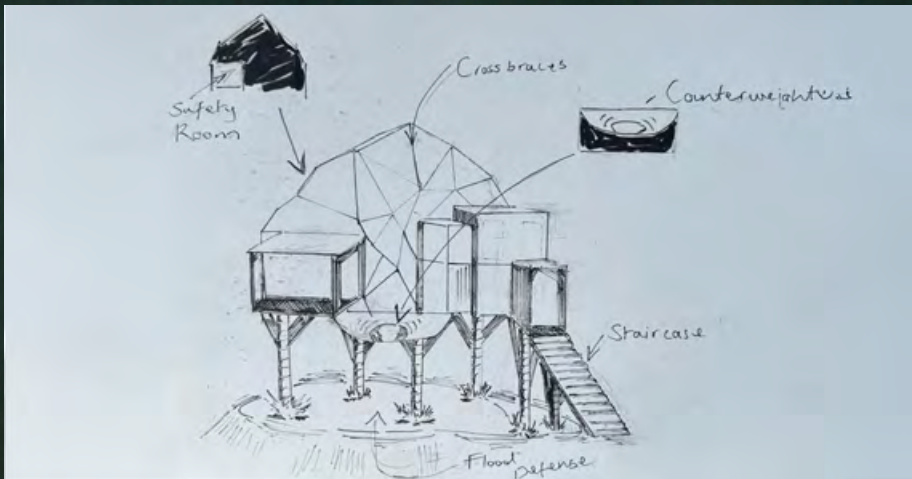
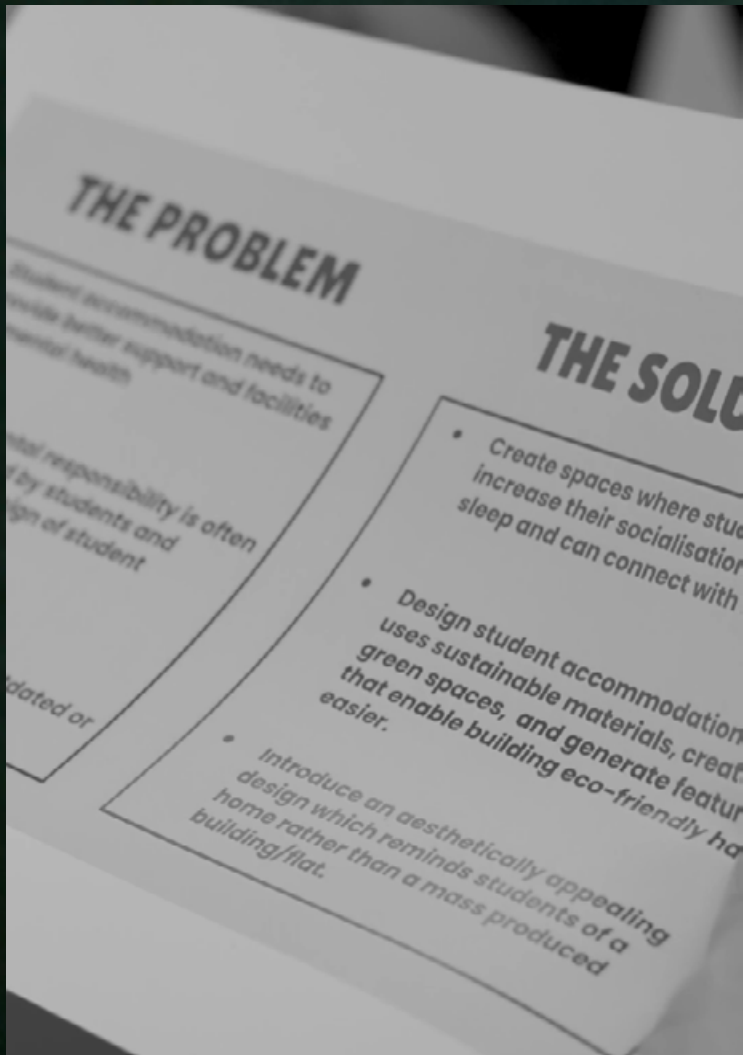
By simply entering your ideas, you'll be in with a chance of winning up to £3000 cash - and your solution could help improve lives.

As well as the first prize of £3,000 we'll also be giving away £750 each to ten runners-up.

#KnightFrankDreamHouse

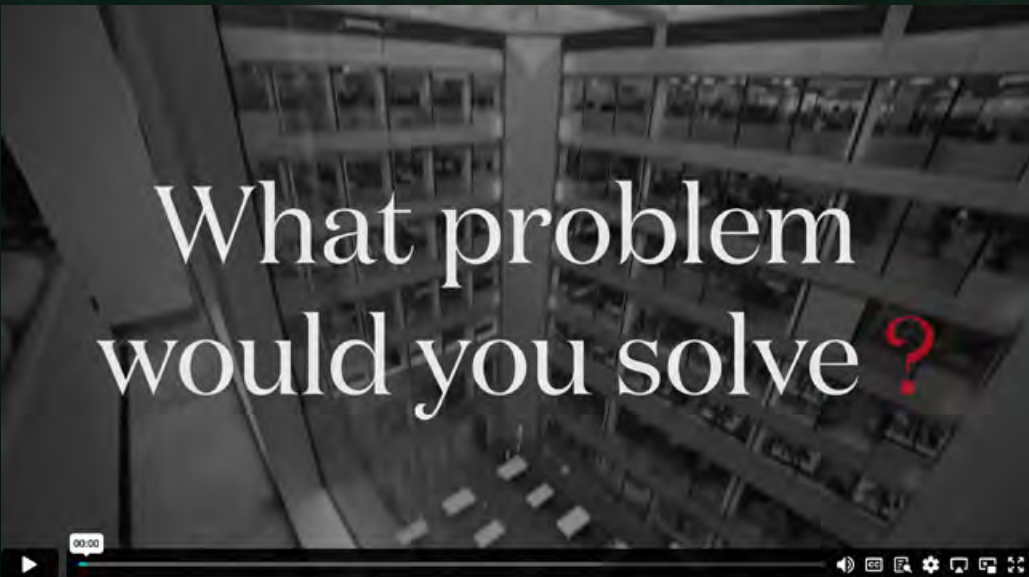
EXECUTION

And the entries tumbled in – via Sims, Roblox, Minecraft, pdfs and PowerPoint. Some used AI, some sketched, others scribbled.



EXECUTION

The judging panel was run by Knight Frank graduates.



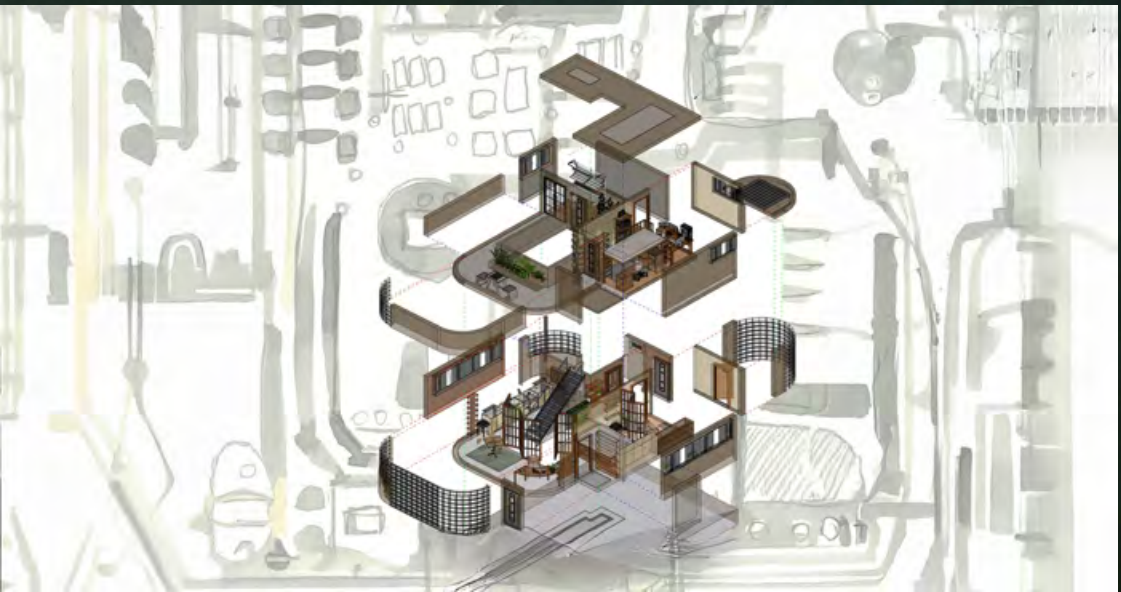
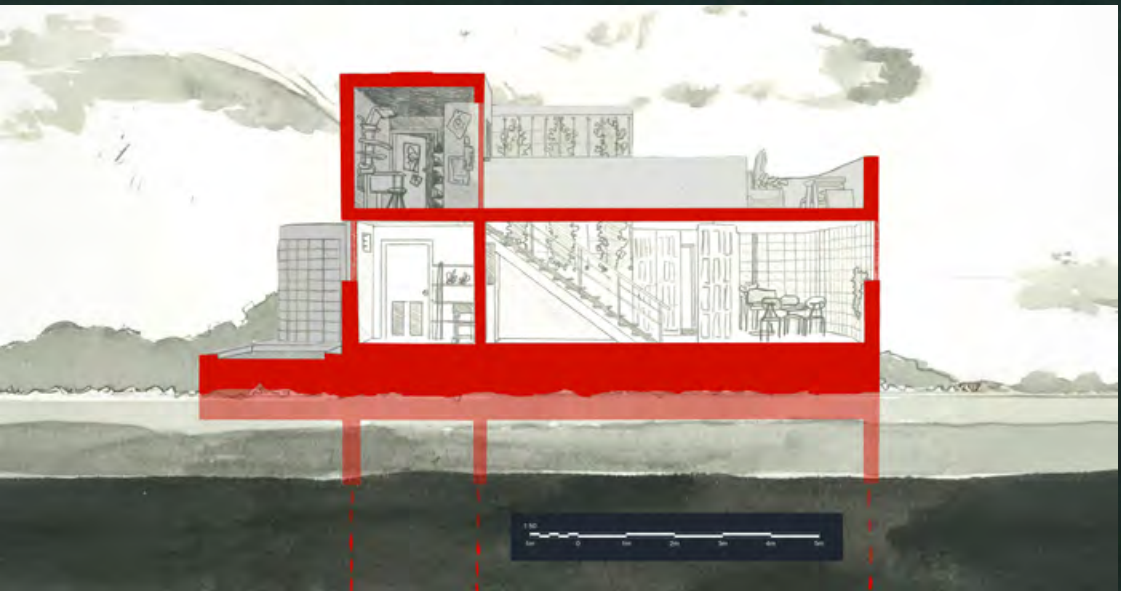
Judges advice (watch film)



Judges advice (watch film)

Two runners up produced brilliant entries.

House to combat loneliness



The green house

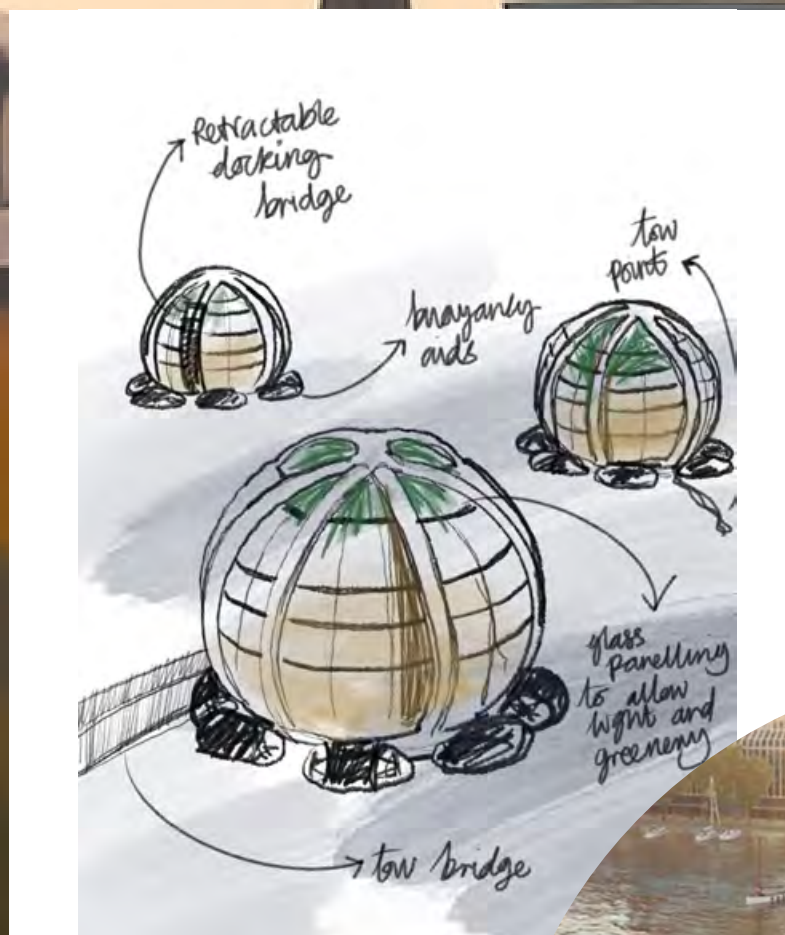


EXECUTION

But there was one unanimous winner.

FLOWSTATE

Transportable waterborne office pods designed to tackle London's urban density problem.



And the campaign results were just as good...

The competition resulted in:



241%

increase in career site traffic
versus previous year



+63%

increase in Graduate
Programme job applications
from ethnic minority students



13.8 million

TikTok views
with 99.9% of clicks coming from
18-24-year-olds



235,351

impressions for
competition alone



205,367

unique users for competition alone



3% - 4%

average engagement rates
[versus industry averages between of 0.36% - 2%]



“We’re a prestige brand.
But we needed an idea
that showcased that we
are an inclusive organisation.
The campaign flawlessly
brought our vision to life.”

Hannah Rolph
Head of Talent Acquisition and Early Careers