



NXT GENERATION LLC

# aperta invest

Opening the door to social property investment

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A NXT GENERATION CASE STUDY

### A new plan

Social Property Invest approached NXT Generation with a brief to revitalise and inject new energy into their brand strategy, website and all communications.

Although Social Property Invest were proud of their previous branding, they felt that it lacked synergy with their ambitious plans for growth and expansion.

It was agreed from the start that options for a new name would be considered and this also helped to enable us to consider a completely new approach

### A new opportunity?

By removing the legacy of the previous branding we were able to explore how the brand could be re-positioned.

After a series of in-depth conversations with the team at Social Property Invest, we put forward a brand narrative based around the power of opening up to positive investment.

We quickly recognised that this approach could have a huge influence for defining the purpose of the brand. There was an amazing opportunity to encourage investment across a diverse range of options that all created positive social impact.

#### How?

- Zoom call consultation
- Questionnaire
- Brand Audit
- Proposition established



“ The story became simple.  
Invite the audience to  
open up and understand  
the power of investment  
that has a positive social  
impact”



It's about being open  
to the understanding  
that investment  
creates opportunities.  
Discover an altogether  
much more rewarding  
approach to property  
investment.



### A new name, a new logo

To help with the new re-positioning and purpose we proposed a series of new names for the company.

Aperta (meaning 'open' in Latin) was put forward and became a unanimous choice.

The new name perfectly represents the new mission, behavior and personality of the business.

A new logo that reflected the simplicity of the investment model was also created. The chevron representing both the roof of a house and an arrow for financial growth

### Focus on what really matters

Once we had established the brand purpose and positioning we started to create the two key parts to the message.

We needed to help Aperta Invest promote the reliable and diverse investment opportunities that can provide strong returns on investment.

But we also looked to highlight the positive impact of social housing and how it makes a difference in tackling the housing crisis.

#### How?

- Brand direction established
- Logo design and brand identity created

## TELL THE STORY

### The brand develops

Once the brand strategy and key messaging became established, we began to bring it all to life through the many different platforms and touch-points of the brand.

The brand direction and style became more defined as we began to create a series of core assets for the company.

#### How?

- Re-freshed website
- Product & brand script
- Series of blogs
- Written content creation
- Html and landing page

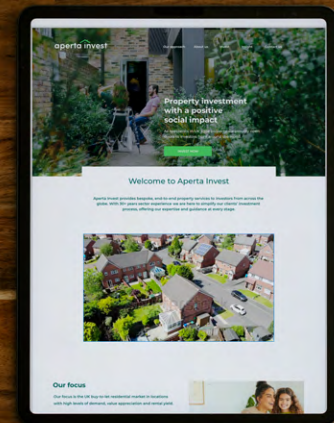
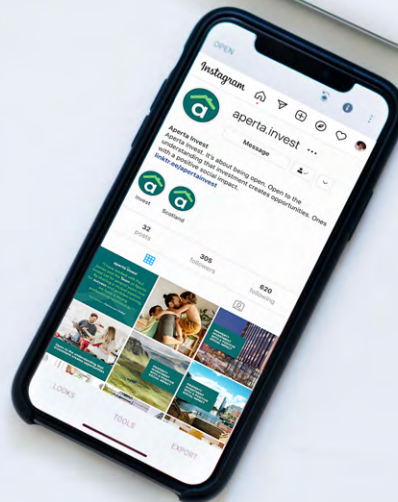
wearenxtgeneration.com

### Consistency and connection

From social media posts to brochures, a consistent look and feel developed to share the key messages and connect with the audience.

At the heart of the communications was the re-freshed company website. The site not only acts as an introduction to the brand, it also provides a platform to showcase a regularly updated portfolio of property available.

Another area of the website was also dedicated to offering insight and knowledge through a library of blogs. This editorial content covers a wide variety of related topics, but the central messages around investment opportunity and positive social impact remain clear.



UK Property Investment, Completed with tenants & furniture included, Guaranteed 8% NET return.

aperta invest

ONLY 20 LEFT available only

**UK Property Investment**  
1,2 & 3 Bed Fully completed apartments  
with tenants and furniture  
**Guaranteed 8% yield NET return**

FIND OUT MORE

Lightbox Sheffield

|                           |                          |                                       |               |                                |
|---------------------------|--------------------------|---------------------------------------|---------------|--------------------------------|
|                           |                          |                                       |               |                                |
| 1,2 & 3 Bed<br>apartments | Purchase<br>from £94,900 | Completed with<br>tenants & furniture | Lease<br>Hold | 8% PA Net<br>for first 3 years |

World-leading financial institutions are investing £130bn in affordable housing by 2026

aperta invest

**8-10% Returns**  
Freehold Property  
in Scotland from  
£35,000

FIND OUT MORE

Hawick Scotland

|                         |                          |                  |              |                    |
|-------------------------|--------------------------|------------------|--------------|--------------------|
|                         |                          |                  |              |                    |
| 1 & 2 Bed<br>apartments | Purchase<br>from £35,000 | Free<br>Tenanted | Free<br>Hold | 8% - 10%<br>PA Net |



RG

Russ Gardner

1 review GB



21 Feb 2022

### We were absolutely astounded by the...

We were absolutely astounded by the performance and professionalism of our marketing partners NXT Generation LLC. This experienced team formulated Aperta Invest from the ground upwards from design concepts, to high spec website creation, social media optimisation, video production and much more. They established our company amongst the elite in property investment, creating dynamic content that increased our companies branding & awareness, educating investors on where buy and how to buy in the UK and gave us the kick start that we needed for a new company. We will be utilising NXT Generation skills on many projects and hopeful for a fruitful successful relationship with them.

### Digital touch points

By working alongside Aperta Invest we also use our expertise and knowledge to maintain and manage their social media accounts. Content is curated and re purposed to regularly engage with followers.

A series of email marketing campaigns were built and sent to our best international investment lists including our own [www.universalrealestatenews.com](http://www.universalrealestatenews.com) list . This has resulted in a significant number of investment returns for Aperta Invest.

A short but impactful video was also created to help support the brand message. This video has been used across a number of different platforms to help build awareness and understanding of the opportunities.

### How?

- Regional Brochures
- Social Media content plan
- Brand video
- Investment lead generation with email marketing

### The result?

The complete re-build of this brand has been a journey that continues to create new ideas and opportunities.

We continue to work alongside Aperta Invest as a strategic and valuable partner. The recent Trust pilot review (left) confirms the strong appreciation and confidence that has developed from working with us.

We are here.

We are NXT Generation

Let us be your creative and strategic partner  
to help grow your business and take it to  
the next level.



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