

UNIQUE HOMESTAYS

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Luxury holiday home agency, Unique Homestays deploy Production Manager of the Royals for new brand film campaign.

In the year that will see the Cornwall-based company generate £14.8 million for the British tourism market, Unique Homestays turned to the expertise of an award-winning London-based firm and the experience of their renowned Production Manager, John Manning who worked on broadcasts such as The Queen's 90th birthday, Nelson Mandela's Funeral, The Queen's Christmas Broadcast and Top Gear.

The video campaign comprises a series of three short films that revolve around three key 'simple luxury' themes; privacy, awakening the senses and the finding the extraordinary in the ordinary.

The brand is passionate about awakening the nation to reimagine luxury- stripping it back to what really matters.

Francesca Reed, Head of Brand at Unique Homestays:

'At a time of political and economic uncertainty, it's more important than ever to look for beauty and pleasure in the small things. As a luxury brand we feel we have a role to make luxury accessible to all. Our campaign revolves around time spent with family, friends and loved ones. Yes, we've thrown in a few extravagant props (including a Porsche 550 Spyder and one of our gardens, which has its own commissioned Antony Gormley sculpture)- but the key message is finding beauty and luxury on the doorstep. The film was shot over 5 days using local models and local brands such as Camel Valley vineyard, who donated us dummy Champagne bottles which were used in Jonny English! We had a ball.'



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