



by  
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# THE Marketeers

## THIS MONTH:

### Mark Caylor, head of brand & creative, Fusion

Mark Caylor is head of brand and creative at Fusion, the Watford-based housebuilder with a mission to “be more than a brand”, preferring instead to describe itself as “a statement of understated class and distinctive style”.

Caylor is clearly proud of both his design studio and the developer’s approach to brand and marketing but he admits that working in residential property wasn’t always his ambition.

“I have always been interested in graphic design and marketing. Initially I wanted to work in music marketing; I’d always admired the creative campaigns for New Order, Pink Floyd and Joy Division.”

Having graduated from Chelsea School of Art in 1988, Caylor’s first job was at London-based creative agency Stylorouge: “My role evolved from junior designer to design & art director and I worked on campaigns for music, film and fashion clients

including Ted Baker, The Rolling Stones, Universal and HBO.”

In 2004, ambitious Caylor left to start up his own agency, Tourist, where he continued to work with clients in the entertainment space, creating brand identities and developing creative briefs. It was during this period that he began to focus his creative zeal in the luxury space: “I was commissioned to redesign the website for London jeweller David Morris. I also worked with Warner Music, EMI Records and Virgin among many others.”

Founded in 2006, Fusion has since built a reputation as an award-winning, boutique design house, creating exceptional properties in some of London’s most exclusive postcodes. Caylor initially joined the company in 2017, working as a freelancer before becoming the permanent in-house creative director just one year later, when “Fusion wanted a full refresh of their entire brand and marketing output, from brand identity through to the redesign of all collateral and the website,” he explains.

CEO Antoine Christoforou wasn’t looking for a creative director from a property background, says Caylor: “Instead, Fusion required a marketer from a luxury background who would bring a more inventive, less traditional sensibility; Antoine wished to move away from the status quo.”

Back then, Caylor may not have been a property aficionado, but he admits to grabbing the chance to work in the industry with both hands: “This was an incredibly exciting opportunity to develop an entirely new personality for a luxury brand – the perfect brief!”

Over time, Caylor has honed his approach, but the changing role of digital advertising has been an underlying constant: “Digital marketing is crucial to successful engagement with target audiences. However, I remain a strong believer in powerful creative concepts and visuals regardless of the channel; this is what will provide the impact.” He also sees a firm place for more traditional marketing: “Of course, the marketing landscape has changed dramatically. There are still traditionalists who will pick up a magazine, a newspaper or even a beautifully designed leaflet through the post. There is value in the tangible. Consistency of message is absolutely key across all platforms.”

Fusion is renowned for its careful attention to detail and its sumptuous marketing suites are no exception. Potential buyers are not only treated to a glimpse of an aspirational existence, they are also taken on an almost sensual journey: “We still use marketing suites in a traditional way but what’s different is our approach. Our marketing suites are carefully designed to give homebuyers the true ‘Fusion’ experience. No detail is too small; from the scent – of our own Fusion candles and fragrances – to the beautiful art works and the music we play, we have thought of every possible aspect to make sure our show apartments are a true representation of the homes and lifestyle we offer our clientele,” adds Caylor.

All of Fusion’s marketing and design is conceptualised, created and executed in-house by its design ►





studio which manages “the full marketing output”. Caylor explains: “We live the brand day in and day out, which naturally creates a strong consistency of message and tone of voice. We are immersed in each of our projects throughout its lifetime to ensure our marketing evolves with every milestone.”

Staying true to Fusion’s core values of creativity, exceptional design, unparalleled expertise and relentless passion for breaking boundaries is vital to maintaining its credible brand image: “Our marketing is inspiring and insightful to ensure that we engage with our target audiences and our messages resonate with our customers.”

Caylor clearly relishes the creative vision he shares with Christoforou: “The complete refresh of Fusion’s brand has been a real highlight. Working with Antoine – who fully understands and appreciates the

importance of a strong brand – to ensure all aspects of the business are aligned with these changes, has been an enjoyable and very rewarding experience. The branding project has been very successful. We continue to receive very positive feedback from our customers and other stakeholders.”

Web traffic is Fusion’s most valuable measurement tool says Caylor, who tracks traffic and leads from all marketing channels, from social media through to print advertising, public relations and personal recommendations. Coming from a different creative marketing background, he does feel that the housebuilding industry overall been slower than others to understand the impact of digital advertising and the evaluative potential it brings.

“Buying a home is one of the most important decisions people will make – both as a lifestyle choice and

financially – I think therefore that a tangible buying experience remains paramount and so does a more traditional marketing journey.”

Caylor may now be fully immersed in bricks and mortar but that doesn’t stop him from drawing on other industries’ influences: “I’m a visual sponge!” He laughs: “The more I absorb, the more I have to influence and inspire the decisions I make. I get enthused by art, film, music, graphic design and even a piece of interesting packaging! I’m especially interested in luxury brands and particularly the fashion industry, which is incredibly exciting.”

Fashion excites Caylor but his enthusiasm also shines through for Fusion’s latest campaign the launch of The Radlett, in Radlett, Hertfordshire, a development that Caylor believes to be the first and only collection of new homes in the village to provide unique amenities in the

area, which led to its strapline ‘the first of its kind’. Caylor explains the creative thinking behind the campaign, which he describes as “original and diverse” and which has captured its desired demographic: “The scheme’s USPs, Fusion’s design-led approach and our attention to detail, have all been strong marketing tools and feature prominently in our advertising campaign. We’ve definitely seen a strong peak in interest; people are really buying into the Fusion lifestyle and are comforted by it.”

Fusion’s latest development is 22 Beech Hill Residences & Spa in Hadley Wood, Hertfordshire, a development of just nine apartments along with five-star hotel facilities including concierge, spa, swim, leisure and other wellness facilities, as well as south-facing golf course views. Caylor feels that this scheme, above all others, will truly be a flagship for the brand: “We’re creating a sense of calm and tranquillity for this scheme, a real experience of serenity, which is the focus of our marketing campaign.”

Pointing to an exciting development for the housebuilder, Caylor reveals that Fusion is soon to launch its new business division, Fusion Branding & Marketing, which will provide services to individuals, businesses and other brands, mainly in the property sector, but also in other related luxury sectors. “I’m looking forward to the continuing evolution of Fusion and its position as a major luxury brand, both within the property industry and beyond.” [sh](#)

