

ABOUT MILESBRAND

Since 1998, Milesbrand has focused exclusively on branding and marketing for the new home industry, where we have helped to sell more than 100,000 homes and generate over \$30 billion in revenue. We are a full-service agency working in all areas of residential real estate. Our brand development expertise extends to industry partners, homebuilders, master plan community developers, and mixed-use developers across the country. Throughout our history, Milesbrand has had the honor of working with many of the leading real estate brands in the world, including Disney, Hines, Orco (the largest developer in Europe), Lendlease, Newland Communities, General Growth Partners, Pulte Homes, True Homes, Shea Homes, David Weekly Homes, John Wieland Homes, The Seaside Institute, and Urban Land Institute of Colorado.

FOUR-STEP PROPRIETARY BRANDING PROCESS

1. BRAND CHARRETTE
2. BRAND POSITIONING
3. BRAND STORM
4. BRAND PLAN

INBOUND MARKETING

Website Design & Development
SEO
Paid Search
Content Development
Desktop, Mobile, Video Advertising
Social Media
Real Estate Portal Advertising
Programmatic Targeting
Cross-device Ad Placement
Google Analytics Certified

OUTBOUND MARKETING

Naming
Logo Design
Collateral Design
Email Marketing
Direct Mail
Outdoor/Signage
Print
Radio
Video
Environmental Design
Realtor Relations Programs

CASE STUDY: SOUTHSHORE COMMUNITY BRANDING AND MARKETING



MARKETING OBJECTIVE:

This former Community of the Year experienced a slow down during the downturn and was recently sold to a new ownership group. The objective was to raise awareness for the community through the use of a comprehensive multi-media re-launch campaign to create momentum and

STRATEGY:

Located in Aurora, Colorado, this community offers the number one school district in the state, has great access to highways, employment centers, shopping and other amenities, but the physical location is not highly visible. It's a destination community. The key differentiator for this community is its close proximity to a large reservoir, something very unusual for Colorado where large bodies of water are uncommon. The strategy is to claim the reservoir as a community amenity through the use of the tagline: "Life at the Lake." The strategy for the brochure was to send prospects home from their first visit to this community and its builders with a piece that would exceed their online experience with it.

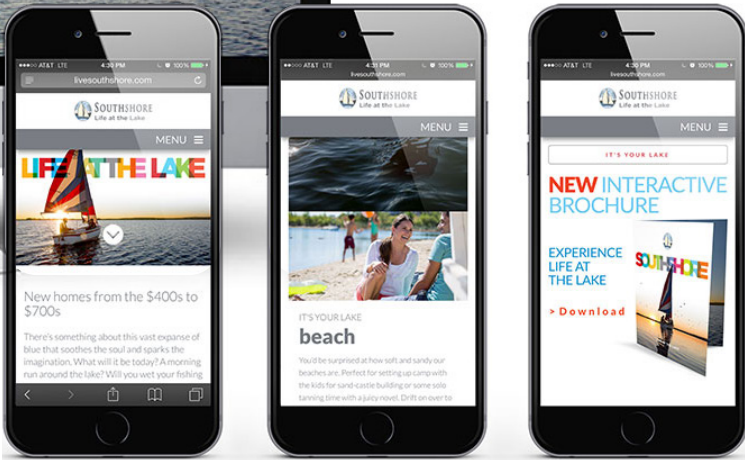
RESPONSIBILITIES

Community Vision & Branding

- Naming: Stepping Stone
- Brand Promise: Side Step the Status Quo
- Community Signage
- Wayfinding Signage
- Collateral
- Sales Office Sales and Marketing Displays

Marketing

- Online Marketing
 - Website Creation and Maintenance
 - SEM; Display, Email, Mobile, Video, Real Estate Information Portals
 - Social Media
 - Performance Reporting
- Offline Marketing
 - Radio
 - Print
 - Outdoor



RESULTS:

This brochure successfully contributed to the anticipated 93 total closings at Southshore in 2017 and an impressive 202 projected closings in 2018.

CHANGING YOUR VIEW

OVER 500

Campaign Leads

200K

Combined Social Reach

90%

New Website Visitor Traffic

75%

Web Traffic From Online Advertising Initiatives

6.5K

Social Post Engagements

RAINTREE INVESTMENT CORPORATION REFERENCE

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AWARDS

3 Nationals + 3 MAME

