

CASE STUDY:
WATER VALLEY BRAND REFRESH



TARGET AUDIENCE:

Young families: first and second time home buyers interested in a safe, small town environment with good schools and a strong amenity package within the community.

BRAND CHALLENGE:

Reinvigorate and re-energize a community that shutdown all sales activity during the economic downturn of 2008.

KEY INSIGHT:

This is a unique Colorado community due to it's water based amenities, onsite restaurant, and onsite golf course, Pelican Lakes Golf Course.

BRAND STRATEGY:

As part of developing a strategy to refresh the brand of this master-plan community, Milesbrand created a multi-media marketing campaign based on the numerous ways residents are able to recreate with on-site water-based amenities. Original photography, videography, and hand-lettering were used to differentiate this community from competitors and produce a unique tone and personality.



RESPONSIBILITIES

BRANDING:

- Website Redesign
- Digital Display Advertising
- PPC Advertising
- Eblasts
- Traditional and Pandora Radio Advertising
- Print Advertising
- Outdoor Advertising
- Community Brochure
- Community Video



RESULTS:

The marketing campaign helped to quickly reignite new home sales and lot sales to home builders. At the time of project close, 400 of the remaining 500 lots had been sold to home builders. These efforts created a sales pace of 75 in 2014 and sales projections of 150 sales in 2015, exceeding original sales projections.



AWARDS

2015 NAHB Gold Best Brochure Master-planned community
2015 NAHB Gold Best Print Ad Campaign



WHY WORK WITH US

As a master plan community developer or privately-owned home builder, have you taken the time to truly understand who your buyer is and altered your marketing and buyer communication strategy to increase conversions? Or are you continuing to follow potentially outdated industry standards for branding and marketing your community or home building enterprise using general terms, hoping your community or product/plans will sell themselves?

If so, you've likely poured literally millions of dollars into trying to determine if you have a sales problem or marketing problem, but have yet to see tangible, measurable results. With over 30 years of experience in the new home industry, we can help.

First, we'll lead you through our proven 3-step branding process to uncover the true reasons your buyers buy—your unique Brand DNA. Then, Milesbrand will help you build a comprehensive Go-To-Market Plan to produce an inbound marketing funnel full of qualified leads, through targeted automation, innovative digital strategies based on your buyer persona, and creative that's sure to cut through the clutter.

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.

THREE-STEP PROPRIETARY BRANDING PROCESS

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

BRANDING STRATEGY

- Brand Charrette (Audit)
- Brand Positioning
- Brand Promise
- Naming
- Logo and Graphic Identity
- Brand Plan (Go-to-Market Plan)

ONLINE CAPABILITIES

- Website Design
- Organic Search
- Paid Search
- Digital Advertising
- Email Marketing
- Social Media Advertising
- Content Marketing
- Analytics

OFFLINE CAPABILITIES

- Omni-channel Advertising Campaigns
- Marketing Collateral
- Signage and Wayfinding
- Discover Center & Sales Office Displays
- Media Planning and Placement



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