

CASE STUDY:
SOUTHSORE COMMUNITY BRANDING AND MARKETING



MARKETING OBJECTIVE:

This former Community of the Year experienced a slowdown and Milesbrand was brought in to refresh the brand to re-energize the community when the new ownership group took over. The objective was to raise awareness for the community using a comprehensive multi-media re-launch campaign to create momentum and increase sales volume.

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."

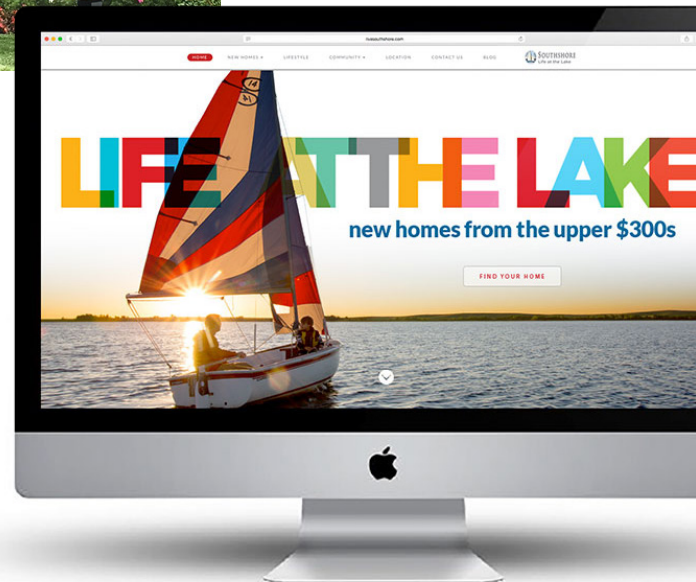
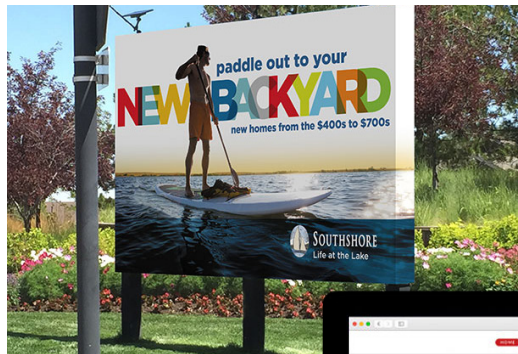
RESPONSIBILITIES

Community Vision & Branding

- Brand Promise: Life at the Lake
- Community Signage
- Wayfinding Signage
- Collateral
- Website
- Video

Marketing

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

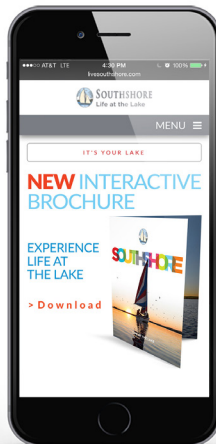
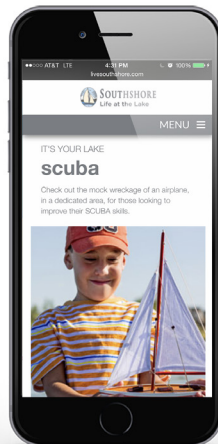
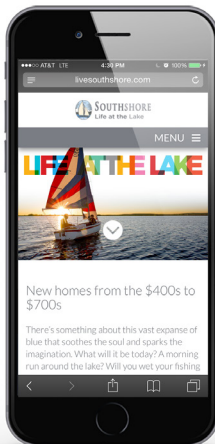


"Milesbrand's creative is always fresh, they're able to zero in on the distinctives worth promoting, and are masters of sourcing/creating arresting imagery and compelling messaging"

Joni Busby, Marketing Director
joni@cre8tivebuzz.com

RESULTS:

This successful marketing and branding refresh contributed to over 90 closings in the first 12 months and an impressive 200+ closings the subsequent year. The ongoing marketing efforts continue to drive high volumes of web traffic consistently producing over 800 online leads each year. Year over year the marketing and positioning strategy has contributed to this being one of the top 10 selling master planned communities in the Front Range of CO.



SOUTHSHORE
Life at the Lake

AWARDS

4 Gold Nationals + 4 MAME



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 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, we have focused exclusively on branding and marketing in the real estate vertical, where we have helped to sell more than 100,000 homes and have generated over \$30 billion in revenue. Our brand development expertise extends to industry partners, homebuilders, master plan community developers, mixed-use developers, as well as multi-family and apartment communities across the country. Milesbrand has had the honor of working with many of the leading real estate brands in the world including: Disney, Newland, Orco (the largest developer in Europe), Hines, Lendlease, Shea Homes, True Homes, London Bay Homes, Thomas James Homes, Momark, Paul Schumacher Homes, Barron Collier Companies, Ave Maria, 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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