

CASE STUDY:
THE FARM BRANDING AND MARKETING



TARGET AUDIENCE:

Move-up and move-down buyers
aged 30 - 65 years.

BRAND CHALLENGE:

The Farm opened in 2015 with a new website and creative developed by the Milesbrand team. In 2020, the community recognized the need for a brand refresh to remain competitive in a cluttered market of multiple master-plan communities telling similar stories.

KEY INSIGHT:

To reflect the casual nature and down-home lifestyle this community offers, original photography was used along with fresh creative focused on “growing reasons” to live at The Farm to convey a completely unique personality and brand tone from any competitor.

BRAND STRATEGY:

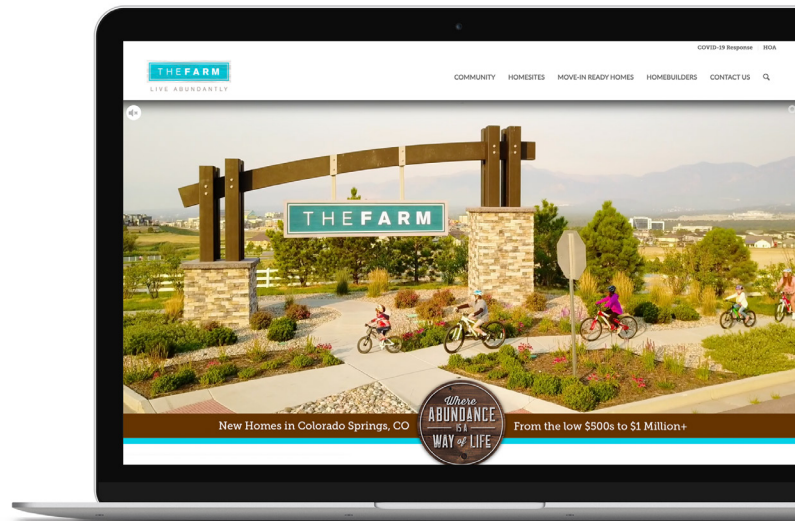
The driving force behind the vision for this community was clear: determining how to honor the three generations of family members who were raised on this beloved property while simultaneously creating great new homes for 500 future families. To tie the two together, Milesbrand positioned the community around the theme of Live Abundantly, a tagline that makes a compelling brand promise and sets expectations for what it will be like to live here. More importantly, it positions this community as a place that’s as meaningful and appealing today as it was for the first owners over 70 years ago.



RESPONSIBILITIES

BRANDING:

- Website Redesign
- Digital Display Advertising
- PPC Advertising
- OTT/CTV Advertising
- Social Media Advertising
- Eblasts
- Traditional and Pandora Radio Advertising
- Print Advertising
- Outdoor Advertising
- Community Brochure



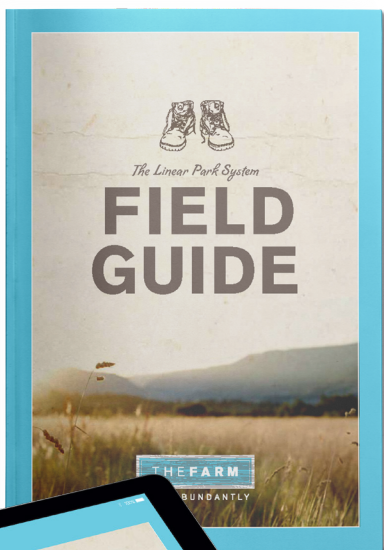
Milesbrand is an outstanding advertising agency with a wealth of expertise and creativity in branding, logo design, launching new communities, media strategy, copy writing and art design. The level of their creative work is always exceptional, which sets us apart significantly from others in the industry. Working with Milesbrand is a true competitive advantage.

Lindsey Nigon, Marketing Director
La Plata Communities, Inc.
719.867.2279



RESULTS:

The Farm has remained one of the top performing master plan communities in the market since 2015. Through May of 2021, The Farm has closed 143 sales, 64 ahead of what was projected for the year. There have been 56 closings, 16 ahead of what was projected for the year. Website traffic has doubled and traffic to the models has increased significantly.



AWARDS

2018 The Nationals Silver Award Winner - Best Radio Commercial
2016 The Nationals Silver Award Winner - Best Brochure for a Master Plan Community



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



10111 Inverness Main St., Unit N
Englewood, Colorado 80112
720.543.0617

milesbrand.com