



## 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:

### CRYSTAL VALLEY COMMUNITY BRANDING AND MARKETING



#### TARGET AUDIENCE:

First-time buyers, move-up families, and active adult buyers—with an emphasis on outdoor enthusiasts.

#### BRAND CHALLENGE:

Refresh and re-energize the Crystal Valley brand.

#### KEY INSIGHT:

Living in Crystal Valley you are literally surrounded by nature. It offers a beautiful pastoral setting and a respite from the bustle of city living.

#### BRAND STRATEGY:

We discovered quantifiable evidence that living in and with nature helps people in numerous ways. The ways included fighting depression, improving physical and mental health, helping to make us happier, and even making us kinder. So our positioning line for the community became “the Nature of Happiness.”





## RESPONSIBILITIES

### Community Vision & Branding

NAMING:

Crystal Valley

BRAND PROMISE:

Nature of Happiness

- 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:

The graphic continuity reignited consumer awareness and helped produce 201 closings in the first year.

## 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

Joni Busby, Director of Marketing, Cre8tive Buzz • 303.908.1649 • joni@cre8tivebuzz.com

## AWARDS

3 Nationals + 3 MAME

