

**CASE STUDY:**  
**SOLSTICE COMMUNITY BRANDING AND MARKETING**



**TARGET AUDIENCE:**

First-time Buyers, Move-up Families,  
and Active Adults

**BRAND CHALLENGE:**

How to uniquely position Solstice  
against its largest competitor, a  
12,000 rooftop master planned  
community that's only 3 miles away.

**KEY INSIGHT:**

Solstice offers three key advantages. First, it is a smaller, more intimate community than its largest competitor. Second, The High Line Canal, a Denver treasure, intersects the middle of the community, offering direct access to 71 miles of hiking, biking, and horseback riding. Third, Solstice is located directly adjacent to Chatfield Lake and State Park, providing an additional 3,894 acres of open space, lake, and outdoor activities.

**BRAND STRATEGY:**

Use the tagline “Home Sweet High Line” to claim the High Line Canal as a Solstice amenity, a promise no other community can make.



# SOLSTICE™

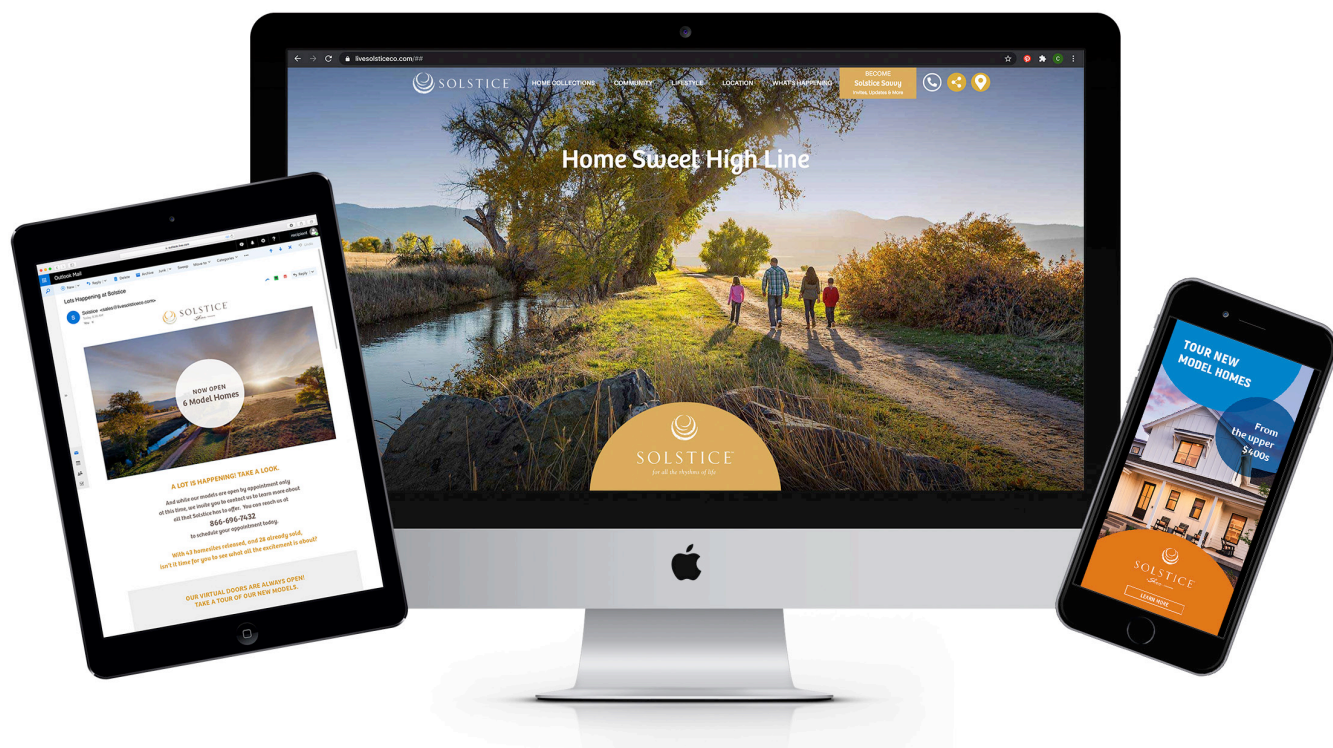
## RESPONSIBILITIES

### Community Vision & Branding

- Naming: Solstice
- Brand Promise: Home Sweet High Line
- Community Signage

### Marketing

- Wayfinding Signage
- Collateral
- Sales Office Sales and Marketing Displays
- Online Marketing
  - Website Creation and Maintenance
  - SEM, Display, Email, Mobile, Video,
  - Real Estate Information Portals
- Offline Marketing
  - Radio
  - Print
  - Outdoor





**RESULTS:**

The pre-sale launch strategy for this community produced more traffic than any other Shea Homes community in the country, resulting in 46 sales within the first two months and a deep backlog of interested buyers on the priority list.



“Shea Homes Colorado has worked with the Milesbrand team for over 20 years. They are the brand visionaries behind some of Shea’s most iconic and award-winning neighborhoods and communities, including BackCountry, Firelight and The Hearth in Highlands Ranch, Trailmark in Littleton, Stepping Stone in Parker, and, now, Solstice in Littleton.

Milesbrand’s expertise includes integrating business and brand strategy to produce comprehensive marketing and media plans that dominate within target markets. We appreciate the exceptionally designed creative and the deep knowledge of homebuilding that the Milesbrand team brings to our account. We highly recommend Milesbrand!”

-Cheryl Haflich, Shea Homes

**SHEA HOMES REFERENCE**

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## 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 4-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.

## 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