

CASE STUDY:
LONDON BAY HOMES BRANDING AND MARKETING



TARGET AUDIENCE:

Wealthy, highly sophisticated professionals with a net worth of \$10+ million, interested in a second home in Naples or Sarasota, Florida.

BRAND CHALLENGE:

The pace of advertising has changed. Messaging must be reduced to the essential elements in order for the viewer to take the time to read, making compelling visuals more important than ever.

KEY INSIGHT:

London Bay Homes is a builder focused on serving an affluent, highly sophisticated clientele—and Private Label Living sets a strong expectation for these buyers. It's a brand promise that recognizes London Bay's offering of the highest level of personalized design and exceptional service, positioning their homebuilding experience as bespoke. One that this award-winning custom homebuilder consistently delivers upon.

BRAND STRATEGY:

Position LBH as one of the premier builders in Naples and all of southwest Florida. Promote the Private Label Living experience and how this elevates the LBH brand.

RESPONSIBILITIES

Brand Promise:

Private Label Living

Branding:

- Logo
- Graphic Identity
- Corporate Brochure
- Ongoing Annual Magazine
- Custom Book
- Print Ad Campaigns
- Corporate Videos
- Marketing for a number of their Communities:
 - Mediterra
 - The Founders Club
 - Grandview





► **RESULTS:**
 Through an elevated brand promise and targeted marketing approach, London Bay Homes has seen a 114% increase in sales and a 292% increase in digital demand generation from 2019 to 2020.





PRIVATE LABEL LIVING

is here to stay.

For the past two decades, I have worked to make Private Label Living transcend a tagline, and reflect the spirit of London Bay Homes' commitment to building the finest luxury homes in Southwest Florida. At its core, Private Label Living is embodied by our singular commitment to the highest possible level of personal service. At London Bay Homes, service goes far beyond smiling faces and cheerful attitudes. We strive to anticipate every client's needs, wants, and desires—often before the clients themselves even realize them. We lead each client through a refined design and construction process, created exclusively to deliver complete satisfaction every step of the way. By adhering to this process, we are able to truly enhance our clients' lives, fulfill their aspirations, and produce the unwavering trust that we are known for.

While perfecting architectural plans, employing the most skilled craftsmen, and ensuring every single homeowner is happy remains paramount to our organization, I also believe it is our duty to carefully manage the company's ongoing viability and growth. As we look forward to next year and beyond, I am pleased to report London Bay Homes will continue its longstanding tradition of excellence, service, and financially sound planning.

Private Label Living is here to stay. And for our homeowners, that may be the greatest luxury of all.

MARK WILSON, President and CEO

TESTIMONIAL:

We have worked with the team at Milesbrand for nearly a decade and have consistently been delighted with the quality of their work and the level of service that they provide. We look forward to a long and mutually beneficial relationship with them going forward.

PRIVATE LABEL LIVING

"WE'VE PERFECTED THE ART OF CASUALLY ELEGANT FLORIDA LIVING."

Mark Wilson, President
London Bay Homes

PRIVATE LABEL LIVING

"GRAND DESIGN IS OFTEN INSPIRED BY THE SMALLEST DETAILS."

Mark Wilson, President
London Bay Homes



BUILD YOUR CUSTOM DREAM HOME

Call to Schedule an Appointment at 888.447.9927 or visit www.londonbayhomes.com



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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 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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