

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

- Brand Promise: The Nature of Happiness
- Community Signage
- Wayfinding Signage
- Collateral
- Website
- 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
 - Print
 - Radio
 - Outdoor
 - Original Lifestyle Photography



"Milesbrand is a force. Geniuses when it comes to branding and marketing – particularly home builders, master-planned communities and other real estate developments — from conception through execution."

Joni Busby, Cre8tive Buzz
joni@cre8tivebuzz.com



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%

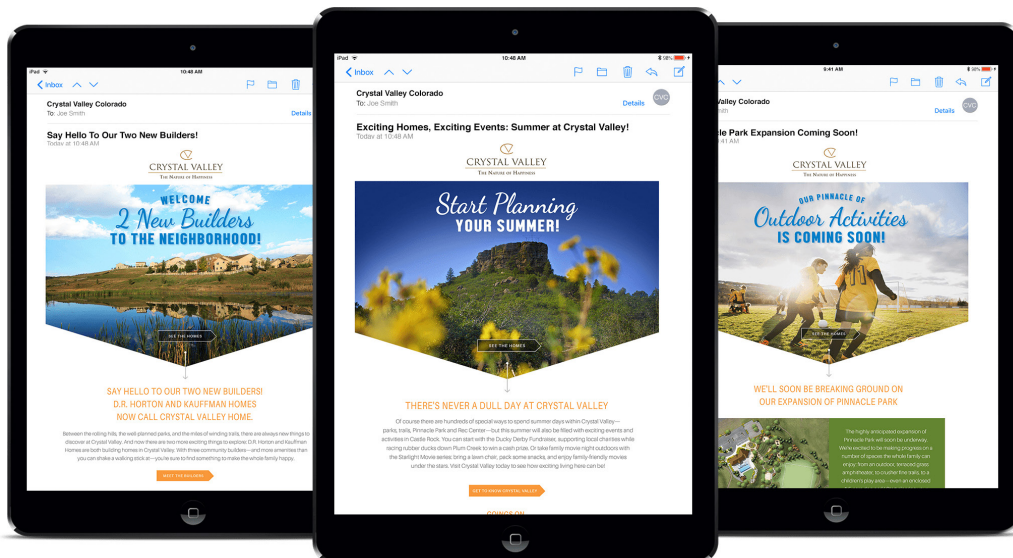
New Website Visitor Traffic

75%

Web Traffic From Online Advertising Initiatives

6.5K

Social Post Engagements

**AWARDS**

3 Gold Nationals + 3 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 Or are you continuing to follow potentially outdated industry standards for branding and marketing your community or home building enterprise using general terms, hoping your community or product/plans will sell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 Marketing
- 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