

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



**TARGET AUDIENCE:**

First-time home buyers, second time move-ups and empty nesters, seeking attainable home ownership, willing to give up a shorter commute for an abundance of amenities, thoughtful design and a better quality of life.

**BRAND CHALLENGE:**

This community was purchased out of bankruptcy in the early 2000's at an exceptional price as a long-term land banking strategy for the builder. A highly rated golf course and a 3,300-acre lake provided outstanding amenities. But the remote location prohibited a large-scale home sales opportunity.

**KEY INSIGHT:**

The opportunity lies in shining a light on a remarkable find. The chance to live in a place that offers an extraordinary array of daily adventures. And to, amazingly, do so affordably.

**BRAND STRATEGY REBRAND:**

To revisit, refresh and re-establish Edgewater, A True Homes Community, as a place of unimagined possibilities. To define and differentiate it in the market - articulating its benefits in a compelling narrative, and inviting and inspiring interest and exploration by our target audience.

We created a new brand promise, Truly Unexpected to capture all the community offers: 3,300 acre lake, a top-rated golf course, and the most unexpected thing of all, new homes from the \$200s – \$600s.

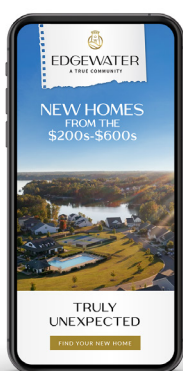
**RESPONSIBILITIES**

**Community Vision & Branding**

- Brand Promise: Truly Unexpected
- Go-to-Market Plan
- Community Signage
- Community Brochure (Printed and Digital)
- Original Lifestyle Photography

**Omnichannel Marketing**

- Wayfinding Signage
- Collateral
- Landing Page Design
- SEM: Banner Ad Display, Email, Mobile, Video, PPC, Real Estate Information Portals, Social Media Advertising
- Streaming video-connected television (CTV) ads
- Digital radio ( Streaming Audio)
- Performance Reporting
- Content Development
- Print
- Outdoor



"Milesbrand, our steadfast branding partner since day one, consistently crafts award-winning creative solutions in harmony with our mission — 'It's All About U.' As we thrive and True Homes' brand evolves, Milesbrand remains a crucial strategic ally, not only in maintaining our brand's relevance but also contributing significantly to our ongoing sales success."

**Tracy Yeadon, Executive Partner**



**RESULTS:**

A new marketing campaign was launched in late 2022, utilizing a full scope of online and offline tactics to reinforce the new community positioning of “Truly Unexpected” at every touchpoint. This consistent focus on the community positioning across this omnichannel marketing campaign produced a 53% increase in sales year over year and 8 Silver Finalists for the 2024 Nationals Awards.



**CHANGING YOUR VIEW:**

**171**

Homes Sold

**53%**

Increase in Sales Year Over Year

**926**

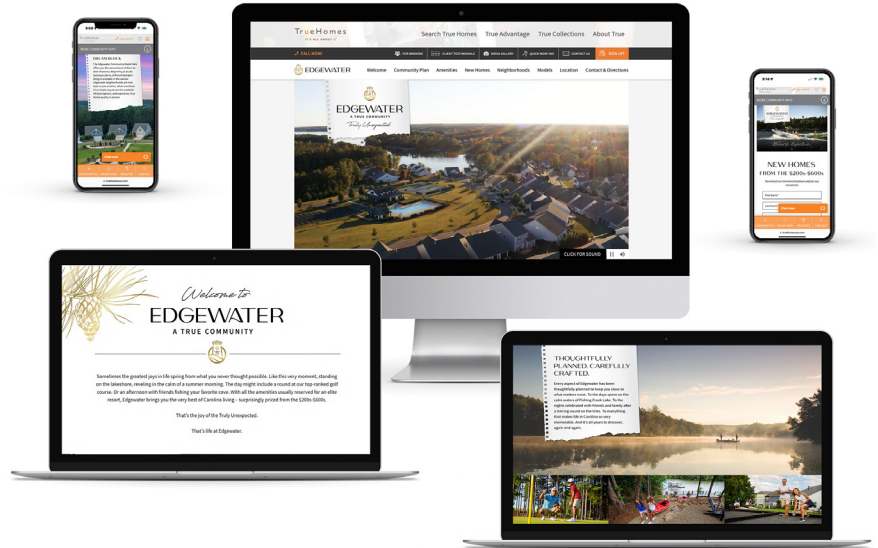
Online Leads Generated

**62K**

Website Sessions

**1.1 Million**

Impressions from Online Advertising Initiatives



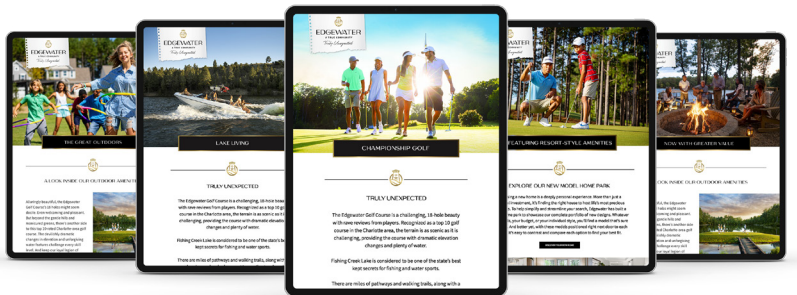
**8**  
**2024 Nationals**  
**Silver Finalists:**

- Master Planned Community of the Year
- Best Overall Advertising Campaign
- Best Brochure
- Best Print Campaign
- Best Print Ad
- Best Radio (3 Finalists)



**2**  
**2024 Nationals**  
**Gold Awards:**

- Best Print Campaign
- Best Radio “HEART HEARS”



## 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 200,000 homes and have generated over \$60 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, Shea Homes, True 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



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