

CASE STUDY:
STEPPING STONE COMMUNITY BRANDING AND MARKETING



TARGET AUDIENCE:

First-time and move up home buyers
searching for a suburban community with
an un-suburban vibe.

BRAND CHALLENGE:

How to differentiate this community from all
competitors in ways that created desire and
produced strong sales momentum.

BRAND STRATEGY:

Our goal was to create a unique community brand position, Side Step the Status Quo, to guide all community development and produce a community vibe that will be immediately noticeable. We began with a wall with a rhythm all its own. A curved wall that delivers a strong statement about this community's intention to stand out in a sea of right angles and suburban sameness. Next, stepping stones were used throughout the community to create a visual narrative that encourages exploration and engagement at every community touchpoint. Finally every element of the community was branded for consistency, including The Lantern House and Winding Path Park, to tell a rich and unique brand story.

RESPONSIBILITIES

Community Vision & Branding

- Brand Promise: Side Step the Status Quo
- Community Naming
- Logo Design
- Go-to-Market Plan
- Community Signage
- Environmental Design
- Community Brochure
- Original Lifestyle Photography

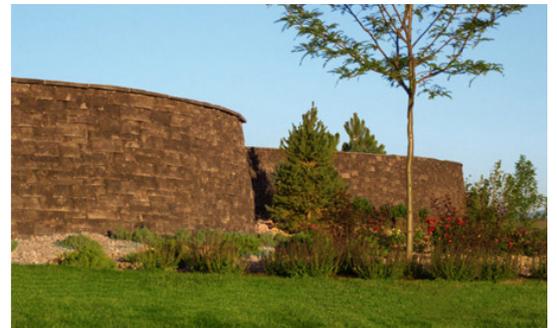
Marketing

- Wayfinding Signage
- Collateral
- Landing Page Design
- Website Design
- SEM: Banner Ad Display, Email, Mobile, Video, PPC, Real Estate Information Portals, Social Media Advertising
- SEO
- Print
- Radio
- Realtor Relations Program
- Content Development
- Programmatic Targeting
- Realtor Relations Program
- Performance Reporting



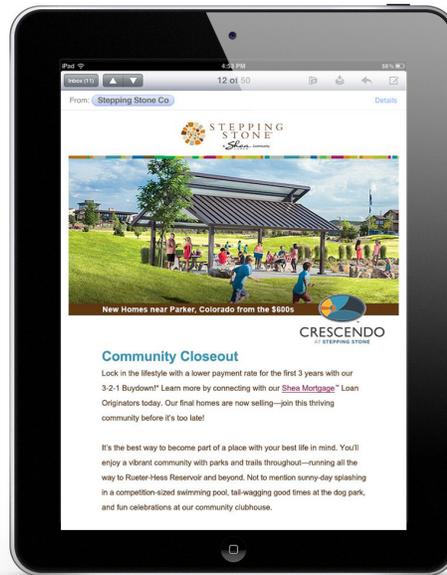
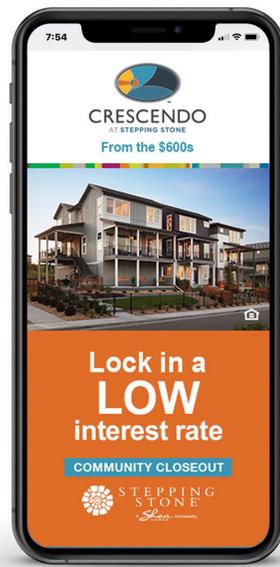
▶ CHANGING YOUR VIEW

- Over 500 Campaign Leads
- 200K Combined Social Reach
- 6.5K Social Post Engagements
- 90% New Website Visitor Traffic
- 75% Web Traffic From Online Advertising Initiatives



COMMUNITY OF THE YEAR 2015





RESULTS:

In just the first two and half years of the community launch, Stepping Stone vaulted to the number two, top-selling community in the entire metro area. Stepping Stone has lived up to the brand promise to Side Step the Status Quo, every day, and now has only 10 homes remaining.



Life is about forging your own path. Connecting one amazing experience to another — like stepping stones — until they form a direction that is entirely, uniquely your own.

That's the philosophy behind Stepping Stone, Shea Homes' newest community in northern Douglas County.

At Stepping Stone, you'll find all kinds of places that bring people together. Like an inviting clubhouse with a competition-size swimming pool. Or trails meandering throughout the community linking parks to individual neighborhoods where newly created home designs match all kinds of lifestyles.

It's a place that invites you to explore, discover and delight in redefining "home" and finding the perfect fit for your family.

STEPPING STONE

Introducing Shea SPACES Discovery Collection, new homes from the upper \$200s to the mid \$400s.
Competition Size Pool • Clubhouse • 7 Miles of Trails

Side Step The Status Quo

SteppingStoneCO.com

A Shea Homes Community

Prices, specifications and plans are subject to change without notice.



"Shea Homes 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."

Cheryl Haflich
Shea Homes



STEPPING STONE

side step the status quo

AWARDS

4 Gold Nationals + 9 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 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, 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 Advertising Campaigns
- Marketing Collateral
- Signage and Wayfinding
- Discover Center & Sales Office Displays
- Media Planning and Placement



milesbrand
FROM LAND TO BRAND™

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