

CASE STUDY:
AVION BRANDING AND MARKETING



TARGET AUDIENCE:

Millennial: Young professionals

Blue Collar: Firefighters, police officers, etc., who need to live within the county of Denver.

Price Point Driven Buyers: Single parents, first-time buyers, etc.

BRAND CHALLENGE:

Create awareness and establish a strong identity for a public builder new to the Denver market. Showcase attainable home ownership offering new homes starting in the \$200s. Rely on the Realtor community essentially as a land acquisition department.

KEY INSIGHT:

Connecting the world with the city, Avion is located between Downtown Denver and Denver International Airport. Offering attainable home ownership, an active Colorado lifestyle, 40 acres of parks and amenities, a 10-acre city park, a dog park, and a “community hub” for entertainment and socializing, Avion is where life takes off.

BRAND STRATEGY:

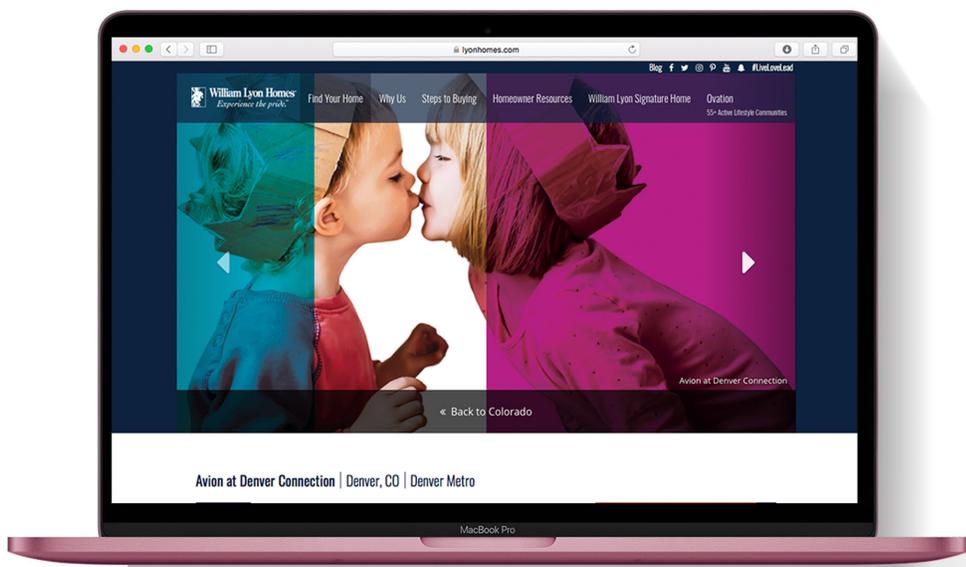
After completing the purchase of a well-known local and privately owned semi-custom home builder, the strategy for this public builder was to broaden the product portfolio to attract first and first-time move-up home buyers while simultaneously introducing the new builder brand to the Denver market with immediate impact. To do so, the builder created a flagship community close to Denver International Airport featuring 4 all new product lines, totaling 698 homes.

Attention was paid to ensuring brand consistency throughout all signage and marketing materials. A vibrant color palette in a variety of combinations tie all the elements together while keeping the look and feel continually fresh and highly recognizable. The colors are then used as overlays on the lifestyle photos to further enhance and differentiate the brand identity.

RESPONSIBILITIES

BRANDING:

- Logo
- Graphic Identity
- Naming
- Signage
- Banner Ads
- Floorplans/Elevations
- Community Brochure
- Eblasts – Acquisition & Nurturing





▶ **RESULTS:**
 Pre-sale program started in March 2017. After launching with a pre-sale program in March and Grand Opening in August, there are 97 net sales to date and 1,162 registered traffic units, ahead of proforma expectations.

Avion outperformed their proforma and were one of the top selling communities in Denver for the entire length of the project.



AVION AT DENVER CONNECTION
KRISTIN PETERSON, MARKETING DIRECTOR

AWARDS
 The Nationals Silver Award
 Best Signage & Best Graphic Continuity



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 three-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

At Milesbrand, we are in the value creation business. We create value for our clients by helping them identify and communicate their Brand DNA—the most compelling differentiation from the competition. 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.

We work in all areas of residential real estate. 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.

Throughout our history, 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
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