

## CASE STUDY:

### TESORO VIEJO COMMUNITY BRANDING AND MARKETING



#### TARGET AUDIENCE:

First-time home buyers and move-up home buyers looking for a new home in the Central Valley or interested in moving out of San Jose, San Francisco, and Sacramento.

#### BRAND CHALLENGE:

Refresh and re-energize the Tesoro Viejo brand, overcoming two major obstacles:

Nearly 50% of local home shoppers did not understand the value of an amenity-rich master plan community.

It was not on the radar for a significant portion of home shoppers interested in moving out of other parts of California.

#### KEY INSIGHT:

Tesoro Viejo found itself with a marketing dilemma. It's a world-class master-planned community in the Central Valley of California, an area without many master-plans, and nothing comparable of its caliber and scale. Further, the Central Valley was seeing an influx of people moving from Sacramento, San Francisco, and San Jose—markets that would see Tesoro Viejo as a delightful value by comparison to places they just left.

#### BRAND STRATEGY:

Driven by the big idea that where you live has never been more important, Milesbrand was determined to challenge both markets with the discovery of something better.

For those living in the Central Valley, Raise Your Expectations speaks to an amenity-rich lifestyle they wouldn't imagine. For those moving from further away, it speaks to a wonderfully unexpected value proposition. A two-sided dilemma solved, with a win-win for our client.

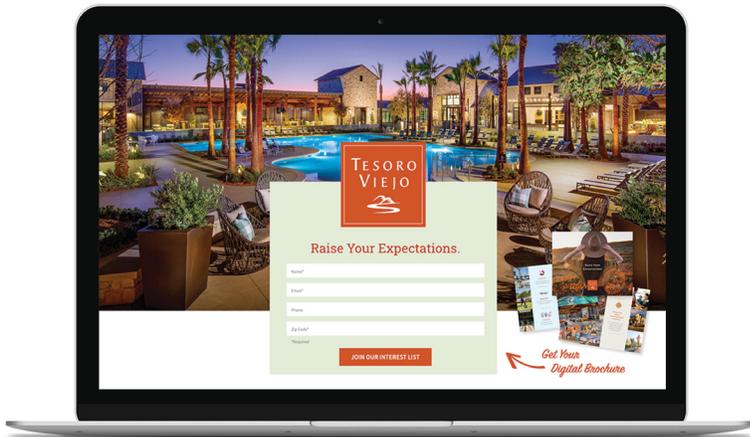
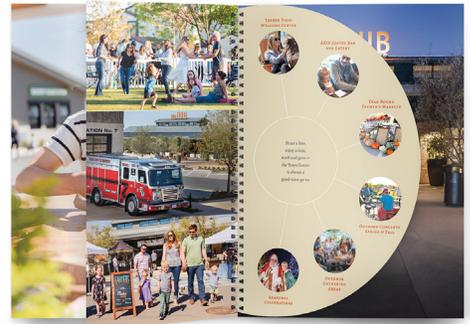
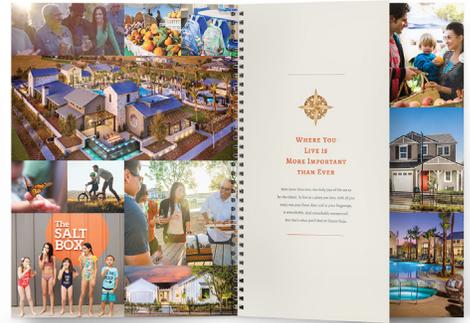
**RESPONSIBILITIES**

**Community Vision & Branding**

- Brand Promise: Raise Your Expectations
- Go-to-Market Plan
- Community Signage
- Community Brochure

**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 (Pandora and Streaming Audio)
- Performance Reporting
- Content Development
- Print
- Outdoor



“Milesbrand created a new marketing campaign for Tesoro Viejo, our master-planned community, that masterfully told its story through beautiful, yet simple content. They are strong strategic partners, who create fresh, compelling branding and messaging. Thanks to Milesbrand, Tesoro Viejo was honored with the 2023 Gold award for Community of the Year in the U.S. and Canada by the National Association of Home Builders.”

**Karen McCaffrey**  
**Tesoro Viejo Development**

**RESULTS:**

A new marketing campaign was launched in January 2022, utilizing a full scope of online and offline tactics to reinforce the community positioning of "Raise Your Expectations" at every touchpoint. This consistent focus on the community positioning across this omnichannel marketing campaign produced a 12.5% increase in sales year over year for 652 homes sold to happy homeowners, despite the challenging market conditions.



**CHANGING YOUR VIEW**

**652**

Homes Sold

**12.5%**

Increase in Sales Year Over Year

**2,500+**

Online Leads Generated

**140K**

Website Visitors

**1.8 Million**

Impressions from Online Advertising Initiatives

**.18%**

Click Through Rate Across All Digital Tactics

**26%+**

Time on Website

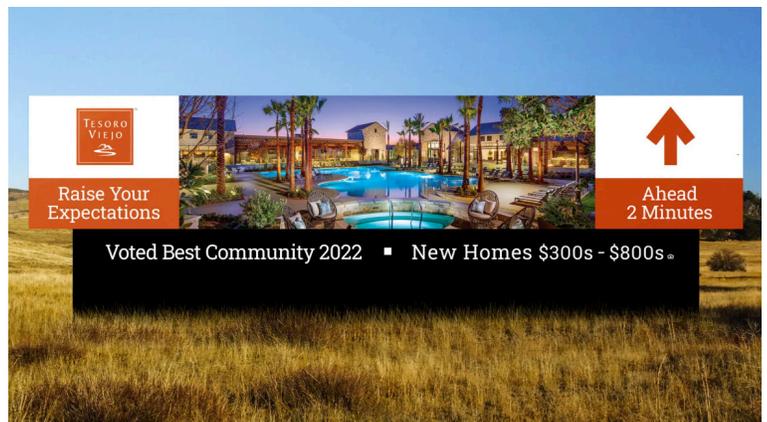
**4 Gold Nationals Awards:**

Master-Planned Community of the Year

Best Graphic Continuity

Best Overall Advertising Campaign

Best Digital Campaign



**AWARDS**

4 Gold Nationals

## 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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