

CASE STUDY:

LYRIC AT RIDGEGATE™ COMMUNITY BRANDING AND MARKETING



TARGET AUDIENCE:

First-time home buyers, multi-generational, second time move-ups and empty nesters all in search of a fresh, vibrant energy, ease of proximity, and an accommodating way to live.

BRAND CHALLENGE:

To define and differentiate Lyric at RidgeGate™ - articulating its benefits in a compelling narrative, creating a sense of place, and inviting and inspiring interest and exploration by our target audiences.

KEY INSIGHT:

Lyric™ will offer a diverse range of homes and lifestyles with freshly interpreted, refined architectural styles, not to mention a state-of-the-art internet infrastructure, form an eclectic and connected community. The community will offer walkable neighborhoods with a city vibe and abundant open space that will bring a balance of convenience and energy to a gateway of outdoor recreational opportunities.

BRAND STRATEGY:

Position Lyric at RidgeGate™ to appeal to home buyers seeking an ideal location and diverse architecture. Use a compelling narrative to attract a diverse audience - creative and tech workers, as well as young families and multi-generational families from a variety of backgrounds.

RESPONSIBILITIES

Community Vision & Branding

- Community Naming
- Logo Design
- Go-to-Market Plan
- Community Signage
- Community Brochure (Print and Digital)
- Original Lifestyle Photography
- Virtual Tours
- Placemaking Signage

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



A *Shea* HOMES Community



► CHANGING YOUR VIEW

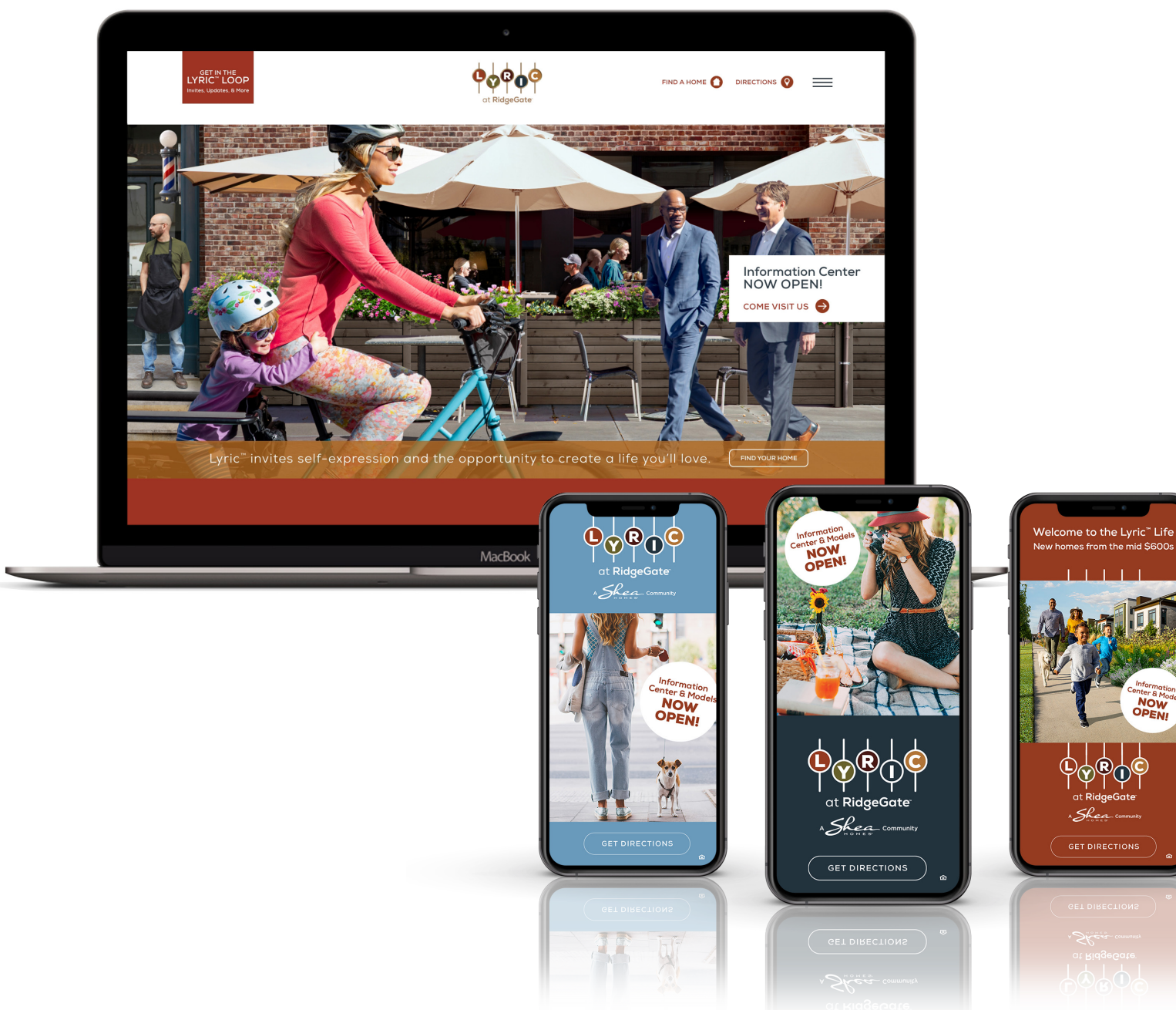
- 88 Homes Sold (June 2023 - February 2024)
- 6K+ Onsite Traffic
- 2,800+ Online Leads Generated
- 31+K Website Visitors
- 5.7 Million Impressions From Online Advertising Initiatives
- 21% Engagement Rate



A walk in nature, walks the soul back home.
— MARY DAVIS



Food is a great connector,
and laughs are the cement.
- PHILLIP ROSENTHAL



I am constantly enjoying
the sky, the park, the walk.
– YOKO ONO



“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, Solstice in Littleton and, now, Lyric at RidgeGate™.”

Cheryl Haflich
Shea Homes

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



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