



LINDEN MARKETING GROUP

Strategic Marketing

Campaign I: The Farm at Rifle

BACKGROUND

The Farm is a 150-acre real estate development with 569 planned dwelling units located on Graham Mesa in Rifle. The product mix includes single-family, duplex homes, patio homes, townhomes, and multi-family units in a neo-traditional style neighborhood with landscaped parkways and sidewalks, an elementary school, park, and neighborhood commercial areas. The developer envisions a true multi-generational neighborhood in which members of one extended family could live just a few blocks away from each other.

THE CHALLENGE

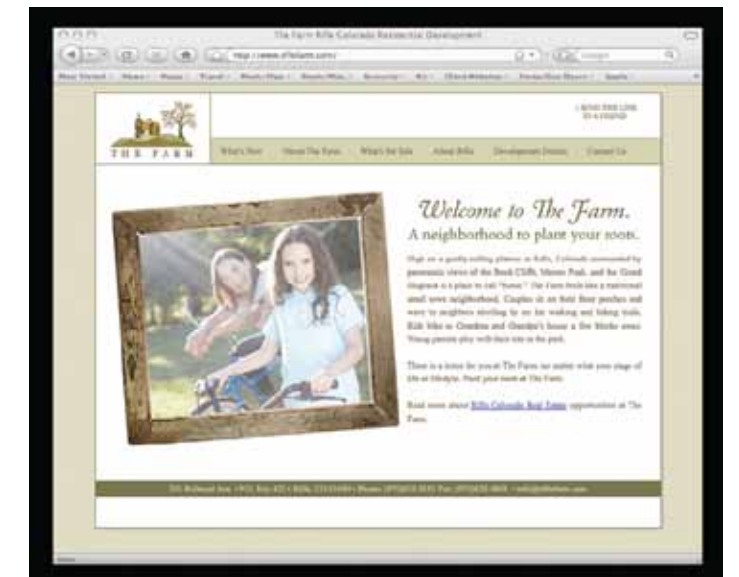
Create a brand identity and website for The Farm that reflects the positioning – a new community with attainable homes and a friendly, traditional small town neighborhood atmosphere.

THE SOLUTION

Develop a warm, friendly, and approachable logo identity and tagline for The Farm. Develop a website that presents the warmth of The Farm lifestyle and its cross-generational appeal (www.riflefarm.com).



Letterset package



www.riflefarm.com

Campaign II: Ironbridge Golf Club & Mountain Community

BACKGROUND

Ironbridge Golf Club & Mountain Community in Glenwood Springs is a family-friendly community in Glenwood Springs with a mile of river frontage, an 18-hole golf course, walking and biking trails, a rec area with a pool, kids' water park, tennis courts, basketball court, and more.

THE CHALLENGE

When Linden Marketing Group became involved with Ironbridge, the community was unknown to many and the design and messaging was spotty and inconsistent. The website sorely needed revamping. By interviewing the sales team and reviewing on-site traffic source reports, we learned that "word of mouth" and outside Broker referrals were the strongest sources of traffic.

THE SOLUTION

A color palette was developed so that all marketing materials maintained a similar look. Cohesive, consistent design delivered messages that resonated with specific target audiences. However, they all communicated that there are "so many places to play at Ironbridge."

We focused on an event-oriented strategy — fun events. We believed that once folks visited and experienced Ironbridge, they would inquire about purchasing property and tell others about the community.

Linden Marketing Group designed "The Bridge," a quarterly newsletter that portrays Ironbridge as the vibrant, friendly community it is. The newsletter is mailed to prospects, property owners, and Brokers to help maintain top-of-mind awareness. The website was also redesigned (www.ironbridgeclub.com).

THE RESULTS

It worked. Consistent messaging, successful event marketing, direct mail, and a user-friendly website helped Ironbridge exceed sales goals.

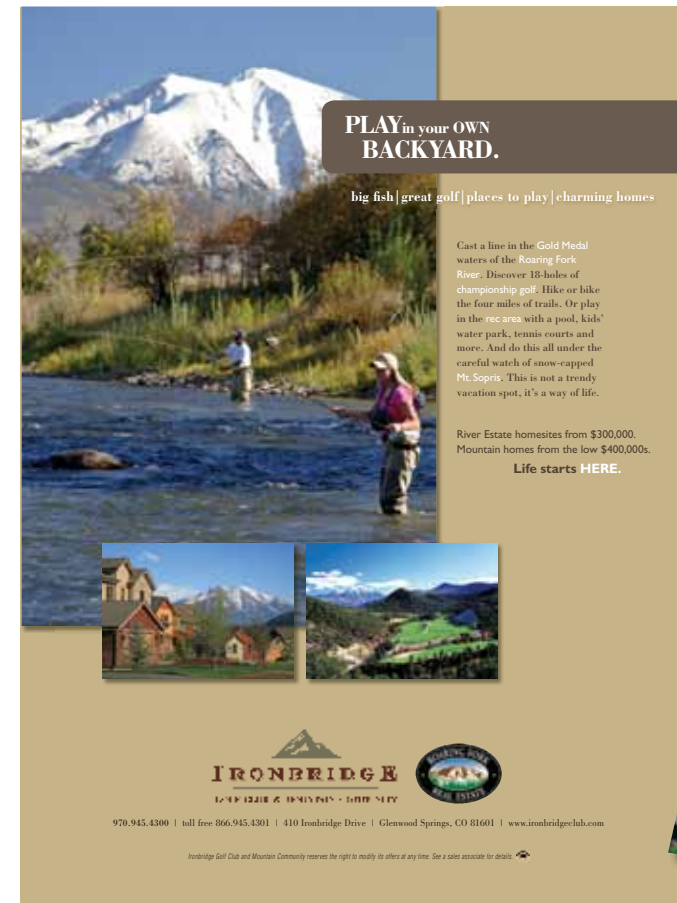


Image Advertisement



Newsletter



www.ironbridgeclub.com



Event Postcard and Newspaper Advertisement

Campaign III: Town Center Carbondale

BACKGROUND

Town Center Carbondale is a mixed-use development in the heart of downtown designed to blend with the Victorian feel of old Carbondale. The project will ultimately include five buildings with residential loft units upstairs and commercial space downstairs. The developer had an existing logo and allocated a minimal budget to kick off the project.

THE CHALLENGE

Introduce Town Center Carbondale with a minimal budget. Carbondale has come into its own with renowned restaurants, galleries, and great golf, but maintains a character all its own. Communicate the message that there are luxury residences available smack dab in the middle of it all.

THE SOLUTION

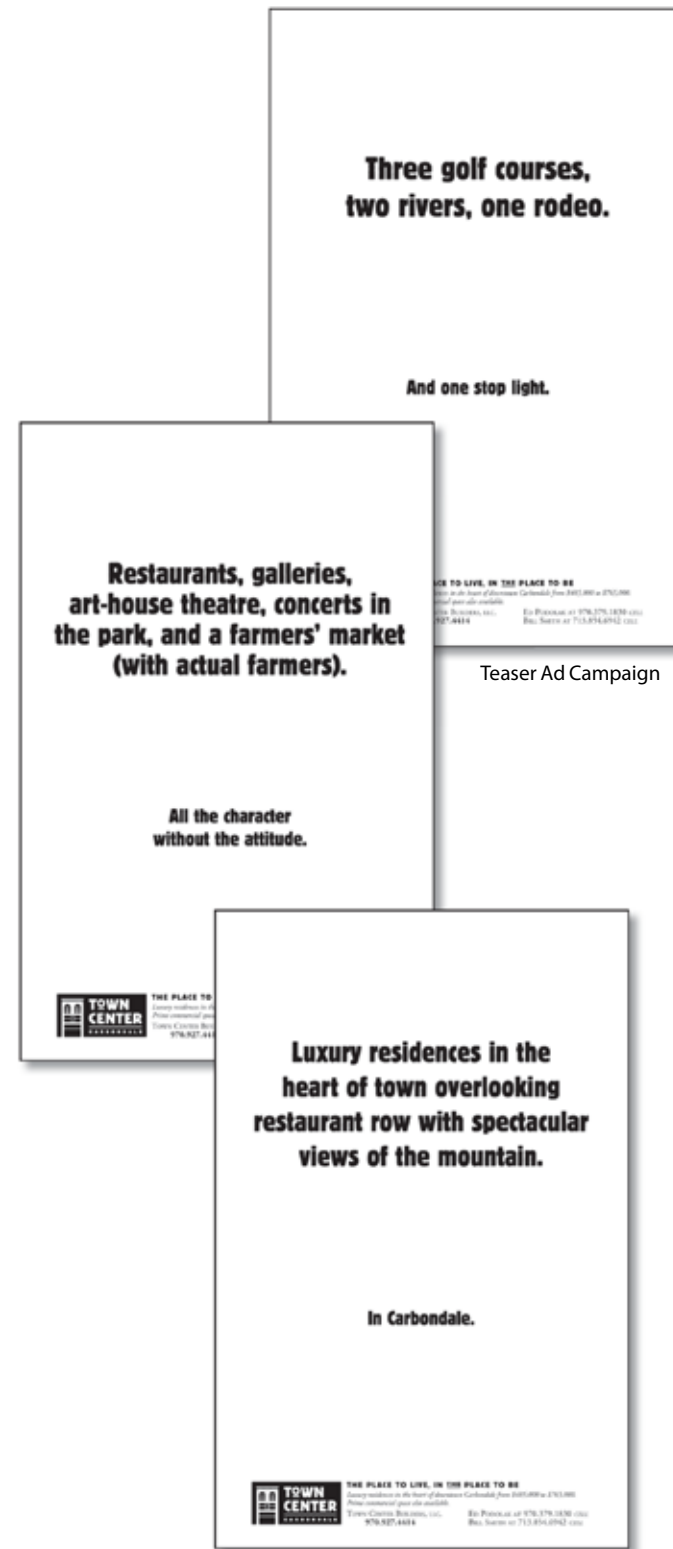
Position the residences at Town Center as the fashionable place to live in the valley's hip destination: Carbondale. We used a tongue-in-cheek jab at Aspen: "All the character without the attitude."

The fully integrated marketing campaign included:

- A series of clever concept ads placed on consecutive right-hand pages of the newspaper.
- An on-site Broker event that showcased uptown living in downtown Carbondale. Invitations were sent via direct mail and email.
- A public open house in the height of the summer season was advertised in the newspapers.
- A newspaper ad featuring the first business to purchase a commercial unit explaining why the owners are "bullish" on Carbondale and Town Center.
- A pocket folder with inserts tell the story of Carbondale and loft living.
- Media coverage by pitching different angles depending on the publication.

THE RESULTS

The ads definitely broke through the clutter. The Client was thrilled with the number of calls received. We had a good turnout for the Broker event. The Mountain Business Journal ran a front page story on Town Center. Aspen Peak Magazine also ran a full page story. The first Town Center Carbondale building, including all residential lofts and commercial space completely sold out — quickly.



Teaser Ad Campaign



Newspaper Ad Tie-In to PR Campaign



Direct Mail Open House Invitation



Pocket Folder and Inserts

Campaign IV: Aspen Glen

BACKGROUND

Marketing research indicated that there was a niche for a maintenance-free, single-family ranch-style product on larger homesites. This product also filled a particular price point niche that was not being represented. There was a perception at the time that every home in Aspen Glen was priced over \$1 million.

THE CHALLENGE

Create a brand presence for a new product in Aspen Glen at a price point below most other single-family homes in Aspen Glen. Develop a consistent look and feel that connects the luxury amenities of Aspen Glen with the rustic and approachable

THE SOLUTION

Design a simple, clean logo that fits with the architectural style of the neighborhood without competing with the Aspen Glen logo. Develop an intro campaign including a series of teaser postcards, newspaper advertising, and inserts, with the message that the dream of mountain country club living was now within reach. Develop a fulfillment piece that was relatively inexpensive to produce and could be easily updated as features and prices change.

THE RESULT

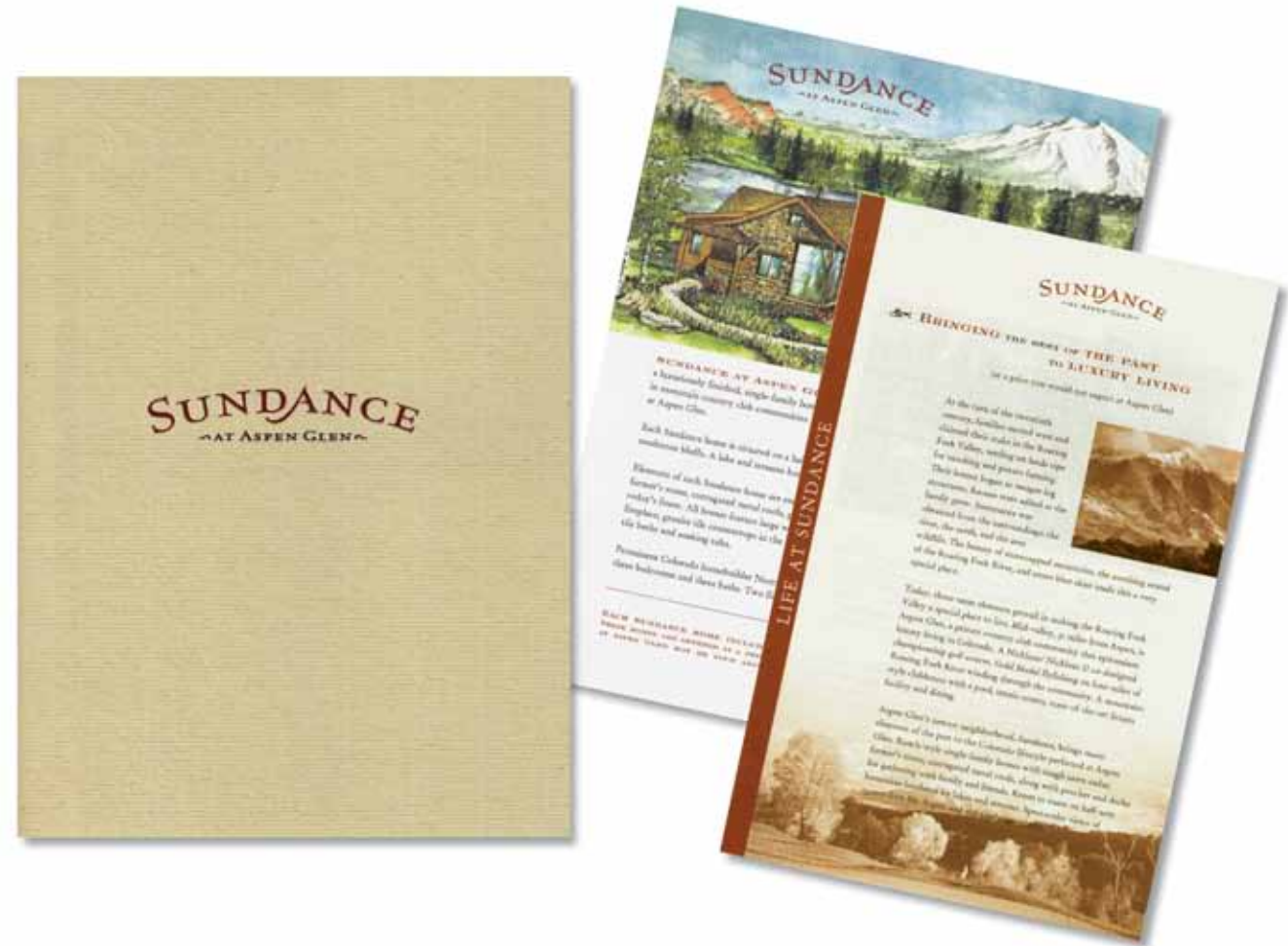
Calls received about the new release were screened to determine how they learned about Sundance. Lead source reports were maintained. Aspen Glen was delighted with the response.



Direct Mail Postcard Campaign



Newspaper and Magazine Advertisements



Campaign V: Reliant Plumbing and Heating

BACKGROUND

A family-owned plumbing and heating company with a loyal customer base, Easy Tap was poised for growth. Identifying a new name and brand identity that more accurately describes the business and the company's commitment to above-and-beyond service was the first step.

THE CHALLENGE

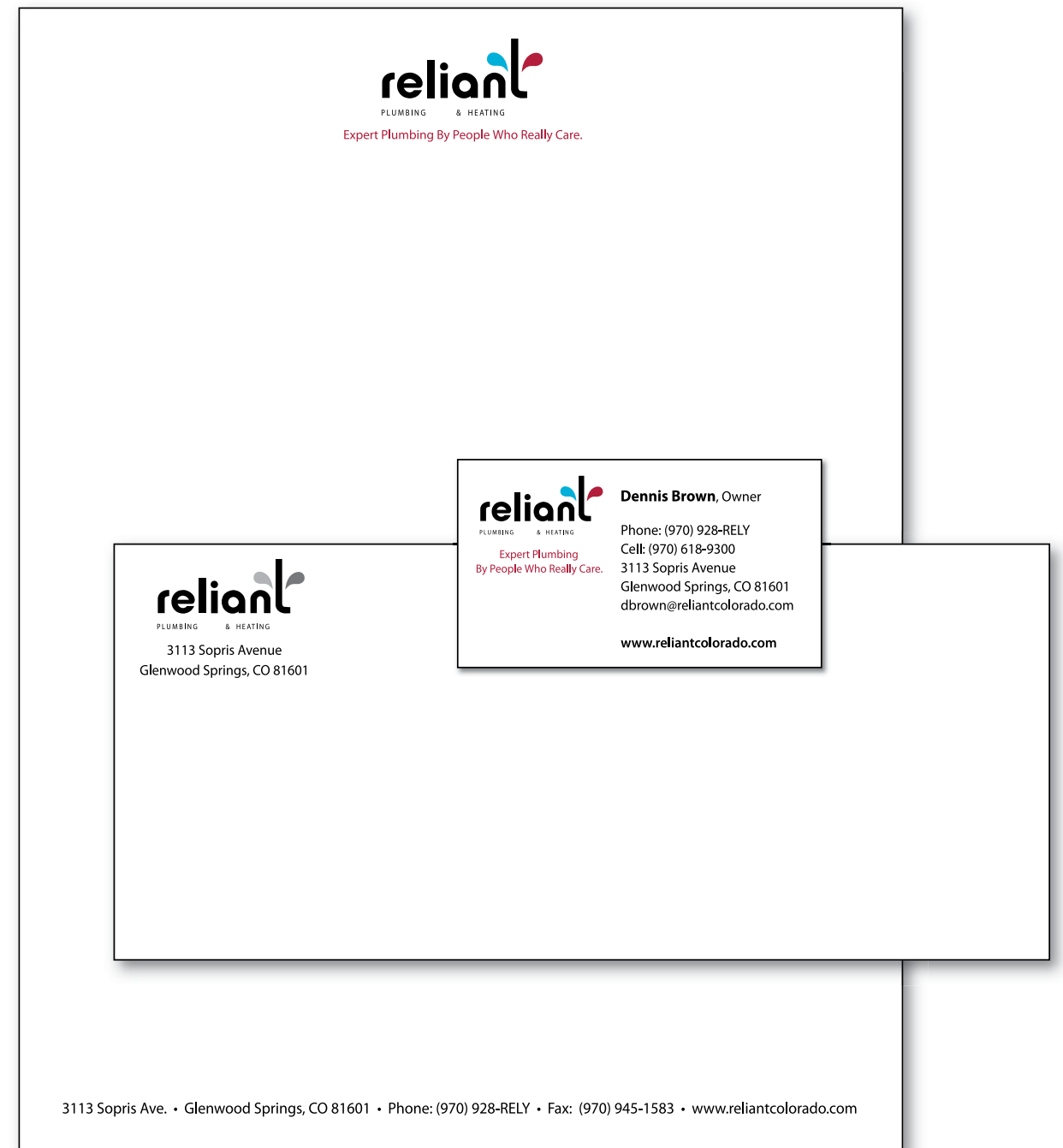
Determine a name and develop a brand identity that reflects the company's positioning as the professional plumbing and heating company that provides helpful, dependable, and personal service.

THE SOLUTION

Team brainstorming sessions and client input resulted in a new name and tagline: Reliant Plumbing & Heating – "Expert plumbing by people who really care." The logo quickly identifies the business as a plumbing and heating company while portraying a professional and friendly image.



Expert Plumbing
By People Who Really Care.



Letterset package

Campaign VI: Cathedral Ridge

THE CHALLENGE

LMG was hired by the Episcopal Diocese of Colorado to develop a new name, brand and marketing plan for a 156-acre camp, conference and retreat center that was purchased in Woodland Park, Colorado. The Center's target audience includes individuals and groups of all ages, both within and outside the Episcopal Church.

THE SOLUTION

LMG conducted several focus groups among secular and non-secular groups throughout Colorado to obtain input on the concept of the center, as well as attitudes and perceptions toward potential names. The key learning from the groups provided input for the redevelopment land plan, as well as the branding and marketing plan.

While the word "Cathedral" has spiritual connotations, it also alludes to the physical characteristics of the center's setting, as does "Ridge." The Cathedral Ridge logo portrays natural elements of the geography surrounding the property to give a Colorado feel. The logo is welcoming, calming, and depicts Cathedral Ridge as a place to get away

