



Case Study: Advertising

Lowes Island



THE SITUATION: Active Adult communities tend to blend into one another, all using the same stock photography and marketing vocabulary. Central Parke wanted to stand out--and above--the crowd. Creating Results was asked to create a fresh creative campaign for Central Parke Communities that appealed to an upscale, active adult buyer and had stopping power.

THE SOLUTION: A print advertising campaign for Central Parke at Lowes Island, located in Loudoun County, Virginia, that focuses on lifestyle images, but not the status quo found in the vast majority of active adult advertising.

Creating Results directed photo shoots at one of the communities to ensure that each image tells a unique story about the amenities and activities offered.

The photos invite the viewer into the ad, and into the community, to share in the fun. While the images show off the great variety of amenities and activities, the focus is on the people; it's the residents' stories of life in a Central Parke Community.

Advertising drove prospects to the community.

THE RESULTS: Prior to the official opening of Lowes Island in June 2003, a VIP Breakfast was held for those who had registered on the website's Priority Information List. Ninety-nine prospective purchasers attended the event and thirty-one placed deposits! The builders were thrilled that nearly a third of the guests came ready to buy, knowing from the ads that Central Parke at Lowes Island would offer them the lifestyle they wanted.

The two Lowes Island builders generated 50 sales in the first seven months of marketing, a remarkable pace considering models were not even open during that period.



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