



# Case Study: Branding

## Central Parke



**THE SITUATION:** To create and build the corporate brand of Central Parke 55+ Resort Communities as the Mid-Atlantic area’s preeminent developer of age-qualified communities. The Central Parke carefree lifestyle focuses on extensive community amenities, stylish home designs and maintenance programs that make living easy and fun. Once created, continue to strengthen the brand by creating distinct and memorable identities for each Central Parke active adult community. The communities are located in diverse locations throughout the Mid-Atlantic area, from the Maryland beaches, to new suburban communities in Virginia and Maryland, as well as neighborhoods closer to Washington, D.C.

**THE SOLUTION:** Creating Results’ full range of capabilities is utilized in building the Central Parke brand and in marketing the individual Central Parke communities. From logo development, web design, print advertising, direct mail and sales center design, Creating Results’ innovative solutions keep the message consistent and clear: Central Parke 55+ Resort Communities offer a multitude of enticing amenities and exciting activities, in convenient and desirable locations near family and friends.



Central Parke’s logo is carried throughout all marketing materials, including advertising, signage, displays, web and promotional items. The dancing figure is playful, conveying the fun-filled life in store for residents.

Since 1996, Central Parke 55+ Resort Communities has relied on Creating Results throughout the entire process of planning and marketing each of its communities to make them successful.

**THE RESULTS:** Central Parke’s focus on creating amenity-rich communities that enhance the lifestyle of residents has earned them national awards for “Best Active-Adult Community” and “Best Clubhouse”. Its brand, Central Parke Communities, was also given the Gold Award for Total Marketing/Advertising Program and the Silver Award for Direct Mail Advertising at the 2004 Mature Media Awards. In addition, Central Parke’s first active adult community, The Parke at Ocean Pines, was twice named one of *Where To Retire’s* “100 Best Master Planned Communities”.



### MID ATLANTIC

14000 Crown Court, Suite 211  
Woodbridge, VA 22193  
T. 703.494.7888  
F. 703.494.7955  
888.205.8899

### NEW ENGLAND

PO Box 305  
Barrington, RI 02806  
T. 401.289.2500  
F. 401.289.2503  
888.205.8899

[www.creatingresults.com](http://www.creatingresults.com)