



Case Study: Marketing

Arora Hills

THE SITUATION: Arora Hills, a planned community of 1,330 homes, was entering a market already dominated by a larger and more established player. Further, this existing community had more extensive amenities including two pools, one of which would be a very elaborate pool, a recreation and meeting facility, and a Town Center with shopping, entertainment, and civic functions. Although Arora Hills would have two pools and a meeting facility, it could not offer the sophisticated setting that a Town Center can bring to a community. Competition was heating up on the horizon as well, with more new communities on the books and opening soon after Arora Hills, including a very large, 2,500- home community, immediately adjacent.

THE SOLUTION: A marketing package that leverages the open space enjoyed by homeowners in the Arora Hills community, and gains power from the consistent integration of brand positioning across all components.

Inspired by the site's landscape and streams, the design team created a logo that features three unique trees. The builder relied on Creating Results for positioning, creative, campaign, signage, public relations, events and a turnkey Welcome Center. Arora Hills' visitors experience the community's nature first hand at the Welcome Center where Creating Results brought the outdoors in.

Arora Hills brochures and direct marketing campaigns reflect a nature-inspired, family-oriented, fun community. Through the use of specific colors, shapes, nature displays, and outdoor lifestyle imagery, Arora Hills is effectively marketed as a community with beautiful landscapes, and plenty of space for families to live and play.

THE RESULTS: This integrated marketed campaign successfully promotes a community "Designed by Nature, Built by Artists." After opening June 1, 2003, Arora Hills sold close to 100 homes by year end. The marketing campaign has driven roughly 644 home sales since 2003.

In fact, demand surpassed projections to the point that the second neighborhood opened earlier than originally scheduled.

NOTE: The award-winning Welcome Center was closed in January, 2006.



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