

Brookfield Homes

Problem

How do you increase awareness for a local home builder?

Solution

By using market wide out of home (OOH) coverage to promote their brand.

Background

Brookfield Homes was building neighborhood developments in the Denver area. They focus on building well-designed, efficient homes for modern living. They needed to inform the entire Denver area and set themselves apart.

Objective

Create a market wide OOH campaign to promote Brookfield Homes growing communities in the Denver area, and to extend their message beyond a stationary OOH footprint to truly reach the entire city. To educate the market on their “home evolved” style, good use of energy, and “Goodbye Walls. Hello Sunshine.” building.

Strategy

Digital bulletins were used for flexible messaging and transit (buses and rail) to saturate the entire market. An attention-grabbing light rail interior domination was used for impact, and to inform commuters and riders about Brookfield’s unique homes.

Plan Details

Market: Denver, Colorado

Digital bulletins, bus kings, light rail wraps, light rail interior domination were used from mid-March through July of 2017.

Results

Brookfield Homes reported higher visits to their website and more traffic to neighborhoods than historical averages prior to the campaign.

