



## Case Study:



### Comprehensive Digital Identity Rollout For Luxury Real Estate Development

#### ► CLIENT

- Way on Virginia's western edge, in the beautiful rolling hills of the Alleghenies, lies a one-of-a-kind real estate development known as The Preserve.
- Encompassing four distinct neighborhoods over 12,000 acres, The Preserve is just down the road from the legendary Omni Homestead Resort in Bath County.
- When they came to us, The Preserve had no digital presence of any kind. We built up their digital brand from scratch, one of our most comprehensive projects to date.



#### ► PHASE I

- Phase I involved building an identity, brand package, and voice, which we could then roll out across digital properties such as the website, social media, and future advertising.
- We developed The Preserve's logo, shown top left, paying homage to the region's storied past. To represent the area's trademark flora, we incorporated the emblematic laurel oak tree.
- We completed site visits in Bath County to learn the lay of the land, snap photography and drone videography.
- We built a customized 10-page website for The Preserve, to showcase their stunning landscapes and homesites. Dedicated pages shed light on the different neighborhoods, local amenities, and properties.

## Case Study: The Preserve

### ➤ PHASE II: SOCIAL MEDIA

- Social media is imperative for brands to stay top of mind with consumers. We deployed a full-scale social media approach across Facebook, Instagram, Google Business, and LinkedIn to demonstrate The Preserve’s offerings across channels.



### ➤ PHASE II: ADVERTISING

- Our target audience for ownership in The Preserve included high net-worth families from across Virginia, Maryland, DC, and North Carolina. We needed a way to raise digital awareness at scale.
- We launched a programmatic display campaign, serving over 100,000 impressions per month.
- Within this strategy, we put digital geo-fencing around the Omni Homestead Resort itself, to capture visitors interested in the area, and stay top of mind with retargeting.



### ➤ OVERALL RESULTS

- As of December 2023, The Preserve has sold over 75% of their inventory from their original stock, since the start of our engagement in 2020. This represents dozens of homesites sold, and tens of millions of dollars in real estate investments. Our digital campaigns have played an imperative part in the overall success of The Preserve.