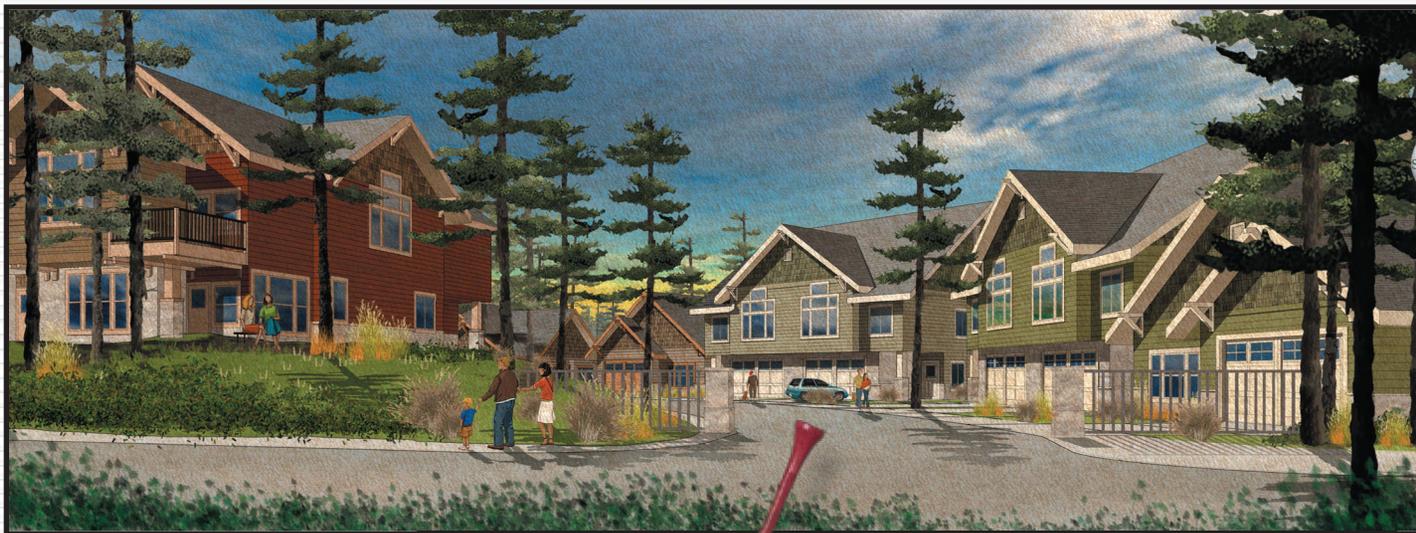




SANDPINES-EASTBANK

project : pre-selling a golf lifestyle community



by gauging target-market interest



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On January 12th we had a meeting...

It was to discuss a unique opportunity on the Central Oregon Coast. Troon Golf had just completed a new clubhouse and restaurant for their pro-rated golf course in Florence. With these expanded facilities, the location was sure to gain an even larger draw. The adjacent land was available for housing development, and it seemed fitting for Taurus Homes to be the builders.

Tempting.

This would offer those who live the golf lifestyle a place to call home or to rent out as investment income property. Once approval was granted, a savvy assortment of house plans were designed by Myhre Group of Portland. Financing was then secured to establish construction capital and the logistics of staging equipment and personnel began.

Almost.

Aware that this venture promised to consume millions of dollars in new equipment, fees, employees and building materials, it seemed wise to 'test the waters' first. Simply stated, what good would it be if we built this proposed new luxury home community - but no buyers came? It was decided to pre-market Sandpines-Eastbank directly to the target audience; the golfers. If there was enough real interest, then the project would move forward.



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One more thing...

All Sandpines-Eastbank premarketing had to be completed no later than April 1st for the main financier concerns to be met. An Open House event was penciled in for March 24th, a mere ten weeks out.

The marketing push would consist of six parts all leading up to the Open House event. On January 12th **nothing** but an idea existed. Over the next two days I had given the project proper branding with a logo, name and theme of design. By January 29th I had written the initial copy for use on an 'invitation-styled' direct mail piece. Once designed and proofed it was sent to press with a target mailbox date of February 16th.

an Invitation to a golf lifestyle

Taurus Homes had been given access to a Troon Golf interest mailing list, compiled from people who desired to learn about future housing opportunities at Sandpines golf course. That list was the single most valuable tool in reaching the target audience. Phone calls were made to those who had asked to be contacted. Everyone would be needing an invitation to the Open House where they could learn about the project.



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“Call to Action”

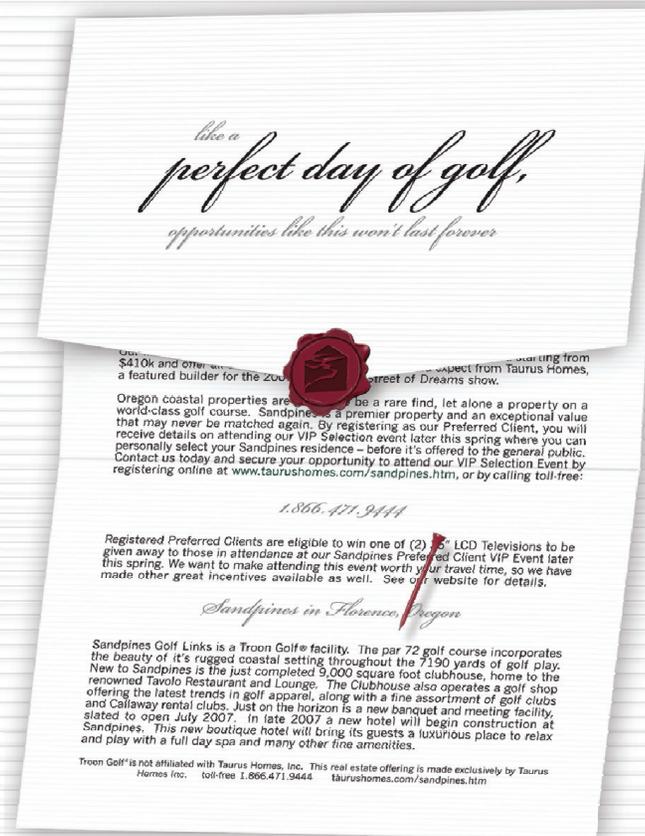
An Invitation to the Open House event on March 24th would hit the mailboxes of the preferred clients first. It would be followed by a series of email versions of the same invite. Each of these call-to-action items instructed recipients to RSVP using a toll-free number established for this promotion or through the microsite. Great thought was given to create a value-rich incentive, one that would convince interested parties to gather on the Oregon Coast during the rainy season. They were lured with top notch treats!

Incentives began with a wonderful luncheon for all at the new Tavolo Restaurant. Then there were certificates for free rounds of golf, vouchers for free golf cart use and travel expenses refunded to those who placed earnest monies (and then closed a new home sale). A drawing for two 42" LCD televisions was certain to make the lucky winners thankful for attending.

A web microsite allowed guests to preview the entire project. Users could download home plans, click through artist renderings and get excited about the proposed community amenities.

The first email invitation, sent in conjunction with the direct mailing. >

VIEW THE WEB PROMO



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Two-fisted Punch

After the direct mail piece there were 5 email blasts crafted and sent. Each one added a bit more information and interest. Users were sent to the microsite to register, comment, view photos, find maps and download floor plans. I made certain to infuse both the microsite and emailers with links to Sandpines Golf Links, as they were a valuable partner in our pre-marketing.

From the email campaign we received nearly 200 registrations for the Open House event. This all from the database of 450 interested parties we started with.



When launched on February 16th the microsite explained the what, where, why and when during its short 6-week life online. The week prior to the Open House event a final email invitation was sent. I then turned my attention toward setting up for our guests on March 24th. Turn out was good for the Open House with all showing delight with the project.



However...

Only 3 buyers were delighted enough to put money down, revealing that market conditions were not right. Taurus opted to forgo development. All parties were sent a final email to say "thanks" and to explain the decision.

The pre-marketing of this project was wise. The results helped inform Taurus before investing millions for construction. **It worked.**

(It is worth noting that I was able to use Flash to embed slideshows into the emails. This is no longer possible, but oh what an interaction driver!)



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