



OBJECTIVE:

MasterCraft Builders, a regional builder specializing in custom homes and multifamily condominiums, wanted to increase its name recognition, and defend its market share against large national and regional builders expanding into the area.

TARGET AUDIENCE:

First-time and move-up homebuyers.

STRATEGY:

Develop and implement an Integrated Marketing Communications Plan to improve MasterCraft's image, position the company as a leader, create a consistent look, and increase recognition both inside and outside the company's core market. Additionally, we would perform a media analysis and review current media expenditures, then create a new, targeted media plan.

CREATIVE:

We developed a new, sophisticated logo, theme and tagline; then reinforced the company's new image with fresh advertising and collateral pieces, and a full media relations campaign. We created an upscale trade show booth for use at consumer home shows, which allowed MasterCraft to conduct consumer seminars right in their booth. In addition, we produced a Grand Opening Playbook for employees to use when planning and promoting home openings. This book provided a master checklist, timetables, merchandising, signage, interactive communications, advertising, press releases and other promotional materials, as well as a variety of easily customizable templates.

RESULTS:

MasterCraft reaped significant benefits from this image campaign, including publicity in daily newspapers in 10 targeted areas, and multiple appearances on local television news shows and news segments.

Company representatives were featured twice on morning TV news programs to discuss grand openings and special promotions. A third TV news program, filmed at a MasterCraft model home, included an interview with a company spokesperson about homebuilding trends.