



## CASE STUDY:

## GREENPARK HAD TO RE-AFFIRM ITS CURRENCY IN THE GROWING CONDO MARKET

Greenpark, a highly successful and reputable builder known for low-rise and subdivision master planned communities and neighbourhoods in the 905 area, recognized the evolution of the real estate market towards intensification and condominium development.



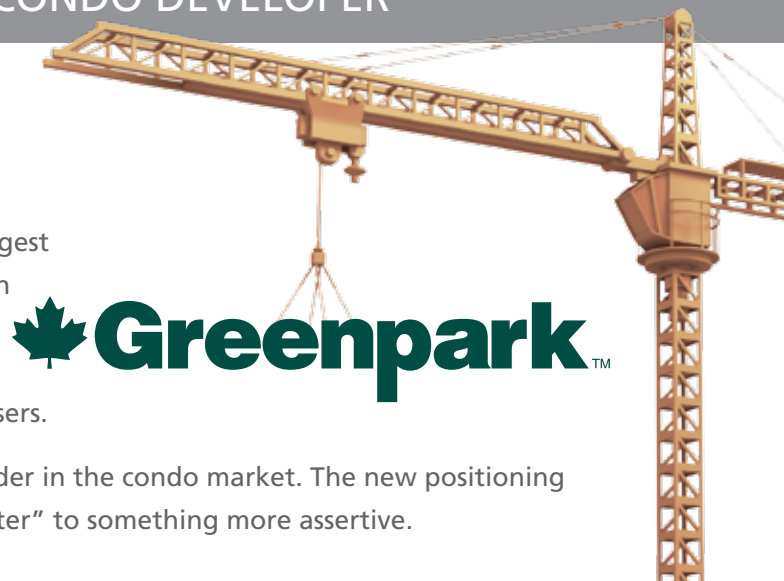
## CHALLENGE:

## ESTABLISH GREENPARK'S BRAND AS A HIGH-RISE CONDO DEVELOPER

Blade decided to leverage the strengths of the established Greenpark brand: integrity, quality and innovation in creating high value yet affordable residential housing.

Blade understood that Greenpark was not going to be the biggest condo developer right away. Instead, Blade wanted to focus on Greenpark's commitment to delivering a new level of condo development inspired by smarter suite designs, hotel-inspired amenities and outstanding value for both investors and end-users.

Greenpark, in Blade's view, had to be seen as an emerging leader in the condo market. The new positioning line for the brand would have to evolve from "We Build It Better" to something more assertive.



## KEY INSIGHT:

## LEVERAGE THE CURRENT BRAND PROMISE



Blade focused on the core deliverables that defined Greenpark's approach to condo development and design: convenient locations, landmark architecture, hotel-inspired amenities, and intelligently designed suites. Plus, Greenpark only included those amenities residents would actually use, while avoiding costly amenities that look great in brochures but are seldom enjoyed. That approach would also keep maintenance fees down.

The mission was to communicate that the same innovation, attention to detail and value that Greenpark applied to its low-rise homes, would also be applied to its high-rise developments.

## BRAND STRATEGY:

## BROAD REACH WITH INNOVATIVE TARGETING



The first task was to develop an integrated brand communications strategy that combined traditional and new media to reach a diverse and distracted audience. Talking to investors, brokers and end-users at once demanded that media investments were flexible, that creative was memorable, and that the call to action generated



metrics that could be used to refine and redeploy the campaign going forward.

Blade began with a new web presence for Greenpark including a CMS website, social media content strategy and engagement, and e-newsletters. We then developed a powerful campaign of digital and pay-per-click Google Adwords advertising supported by traditional print, TV, radio and out-of-home advertising.



At point-of-sale, Blade worked closely with Greenpark's team to create welcoming, contemporary environments. Instead of the standard kitchen/living room vignette many developers offered, Greenpark featured a fully furnished, designer-decorated model that potential buyers could walk-through to more fully experience Greenpark's design and finishes.

Throughout every phase of Greenpark's brand update, Blade recruited and managed a wide range of suppliers to provide high quality renderings, displays and collateral material. We knew that higher production values create a higher perceived value – and that is what Greenpark needed.



## LAUNCH STRATEGY:

## MORE BOUNCE FOR THE OUNCE!

Every condo Blade has launched for Greenpark, whether urban or suburban, has enjoyed rapid sell-out success. Blade has accomplished this for significantly less cost than many developers have spent to launch similar projects. Our approach has always been to do a better job, not a needlessly more expensive job.

*"The Blade Team has been, and continues to be, a trusted partner in our condo development business. Their approach is always thoughtful, creative and results-oriented. They are a collaborative and energetic group that offers a comprehensive range of services that has helped keep the Greenpark brand relevant, current, and competitive in the condo marketplace."*

**Ted Wine**  
EXECUTIVE DIRECTOR HIGH-RISE DEVELOPMENTS  
Greenpark Group