

Homewood.
You're in
the Right Place 

Business Community: Your Collective Brand

When you understand the business community projects your collective brand, you will naturally weave them into all your marketing efforts.



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Inform & Motivate Business Community

- Strengthen buy-in
- Increase private investment
- Promote recruitment



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Welcome

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Effective Marketing

- Define target market by matching lifestyle attributes and community assets
- Develop a visual identity that embodies the message
- Create experiences for brand interaction, using events and social media as catalysts



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Marketing Tools

Workshops

Communicate the target market with business groups and realtors. Many times a business can lose touch with the market, or not to be prepared for incoming markets.



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Marketing Tools

Focus Groups

Assemble a group of residents that match the business' target market and run a focus group to help with marketing and development initiatives.



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Marketing Tools

Social Opportunities

Create social opportunities for the public to connect and interact with the business community. Events held outdoors in commercial districts, increase foot traffic and reacquaint the public with local markets.



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Marketing Tools

Social Opportunities Contd.

Activate commercial and public spaces by promoting cultural experiences through the arts.

- Pop-Uprights to Play
- Richard Haas Architectural Murals
- Art in Storefronts

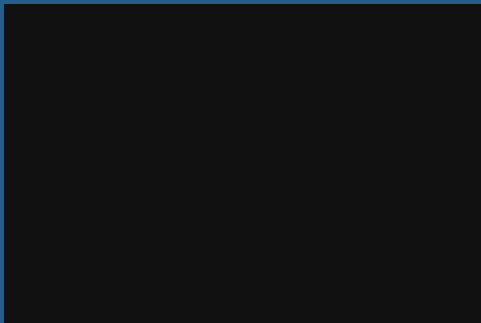


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Marketing Tools

Inbound Marketing & Social Media

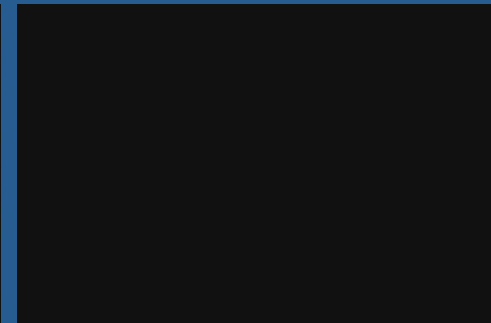
Produce entertaining content to share on the Internet.



Holiday Shopping Spree



Zombie Paradise Series

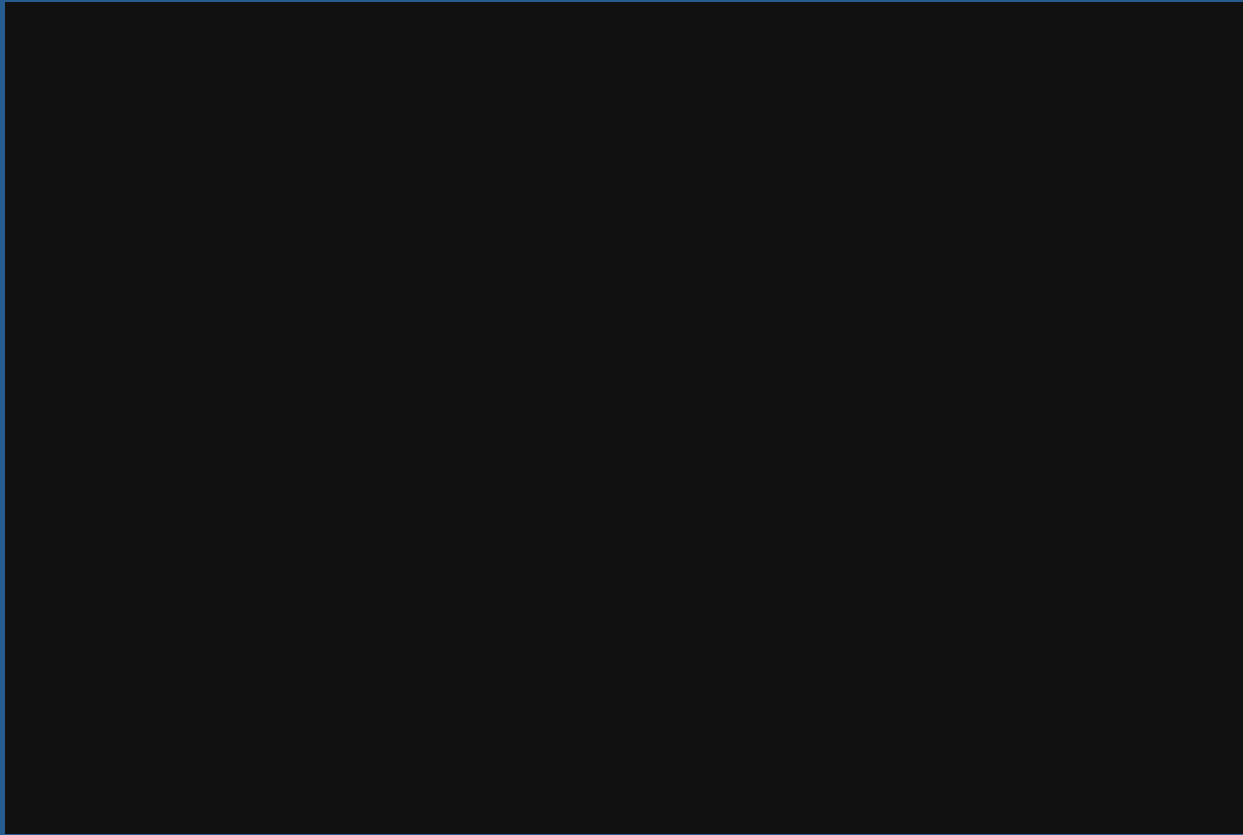


Richard Haas Time-Lapse

Marketing Outcomes

- Created a well-packaged and versatile campaign that is easily identified and understood by our intended audience.
- Positioning Homewood as a creative community with opportunities for expression and involvement of the arts.
- Increasing Homewood's visibility to the Chicagoland region to attract young families from Chicago as homebuyers through media exposure, specifically television.
- Strengthening buy-in with stakeholders and increasing private reinvestment.

Homewood in the Spotlight



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