

A Special Teams Approach to Marketing

Situation

The investors of Salt Aire Dunes knew that the quality of their marketing team would make the difference in the success of their premier luxury and green real estate development in the Pacific Northwest. The team would create the brand that would help sell future developments, effectively reaching the upper-income technology sector in that region and throughout the western states, while building a compelling campaign that would maximize the revenue potential.

Gleason Group offered the best of both worlds. Understanding the project's scope, a team was created with extensive knowledge of the national market, upper-income targets, web-based and public relations strategies and a keen business sense for creating relationships and opportunity throughout the real estate sales cycle. The team's sensitivity to the interdependency of the economic development opportunity in Westport, Washington between the residents, developers and prospective buyers is tantamount to success.

In concert with Art Dyson, the world-renowned architect on the project, the marketing strategy includes creative concepts that mirror the artful approach to the project's architectural design.

While this little-known seaside community that has suffered from decades of neglect, is now realizing opportunities for large-scale developments, it is critical to convey — to the entire community — the vision for a development that is sensitive to the needs of its residents and neighbors, and committed to green spaces, wildlife preservation and available affordable housing. The benefits of economic development must be demonstrated to long-term residents concerned about increases in property taxes. County supervisors and planning departments are also being educated on the economic and community benefits.

The entire marketing plan must address both the need for greater regional awareness of the benefits of the Westport area while authentically connecting a pessimistic community to the hope in the vision of their revitalized community.

Approach

Gleason Group maintains a network of professionals that can be connected to customize a client's marketing objective. As the Salt Aire Dunes project moves from the strategic planning phase to the development of the website and collateral, this team continues to consider multiple objectives as they create elements of the marketing program that will compel their target population. Much of the web-based strategies will incorporate a strong public relations foundation. Feature articles and news segments on the Westport region (see Seattle Magazine May 2008), the vision for the Salt Aire Dunes development and the reputation and work of Art Dyson will be orchestrated. As the region works to spotlight the beauty of Westport's eighteen miles of undeveloped coastline, Salt Aire Dunes marketing team will create a national and regional awareness of the investment and economic opportunities in this premier real estate development.