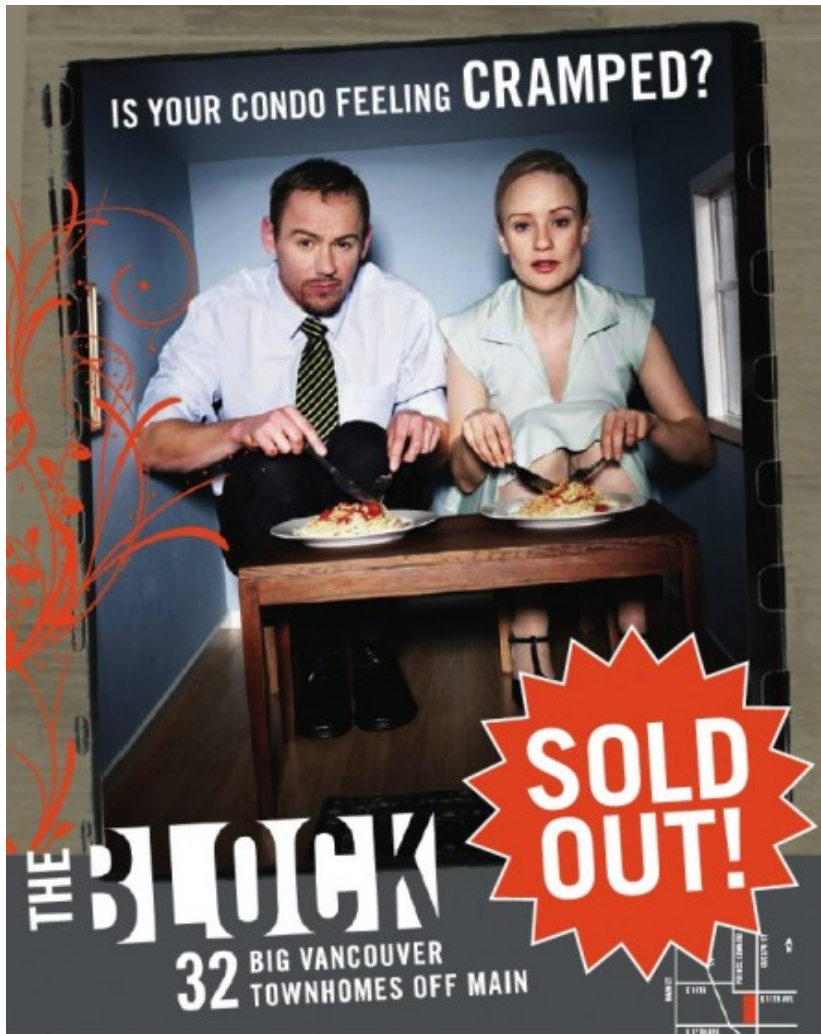


The Block Sells Out! A Watershed Real Estate Marketing Campaign for Braun/Allison | Braun/Allison Inc - Creative Services for Marketing - Blog

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The Block Sells Out! A Watershed Real Estate Marketing Campaign for Braun/Allison



Well, it's official: The Block – a community of 32 urban townhomes just off Vancouver's Main St. – is completely sold out. In 2009. Even we weren't sure it was possible, but here we are.

The Block was an incredibly gratifying project for us as at Braun/Allison, and a watershed campaign. Evidently, it had a big impact on the real estate marketing game in this city. (Judging by the brand personality of a few new projects in town, The Block was very influential indeed.)

For us, the project came at just the right time: during early 2009, the most difficult period for the real estate marketing industry in... well, in our entire generation. So we were obviously glad to be working on a project with this high a profile, for a developer with as strong a reputation as ParkLane Homes has.

In fact, it was precisely those difficult economic conditions that allowed The Block to unfold as it did. The team at ParkLane, keenly aware of the deathwatch that was market at the time, were very open to new solutions. And we definitely had a few new ideas. Together, we hatched a bold strategy to help the project get some traction.

Firstly, we resolved to be as real, strident, and open as possible, in all communication channels. For this market – and, in particular, for this young demographic – it was the only tone that would get anywhere. (And believe us: this openness was as refreshing for us as it was for the audience we were reaching.) We also resolved to reveal as much

information as we possibly could, adopting a tone and personality that moved this campaign firmly toward a much more journalistic feel.

Then, we pulled out all the stops. A big, splashy, hilarious print campaign. A blog every week, with tons of useful data. A very active Twitter account. A Flickr page for construction updates. An online photo contest that nurtured the neighbourhood culture, involving celebrated Main St. Photog Fred Herzog. A video with a pair of happy new homeowners. Exhaustive coverage of the neighbourhood (which was a big draw for the young, creative professionals we were targeting).

And it worked. We had buyers tell us that specific blog entries had swayed their purchase decision. The purchasers ended up matching our targeted profile precisely – almost eerily so. And overall response to the materials we mapped out was hugely positive.

Most importantly, the project sold out, in a market that had many high-ranking industry professionals predicting the first few months at 25% sold, tops.

Of course, the fact that these actually were beautifully built townhomes, in a genuinely emerging location, was the clincher. In the end, it's all about selling something that people actually want – only then does telling the whole truth even make sense.

But we are truly grateful to have had the opportunity to change things up in real estate marketing. To speak in a fresh tone. And to learn a few vital lessons about marketing in a difficult economic climate.

Congratulations to everyone at ParkLane, Jenny Wun (the sales manager for the project, and a truly magnetic personality) and the many others who had a stake in the success of this project.

Want to hear more of our crowing? Download [The Block Case Study here](#).