



HOW WICK COLLABORATED WITH ITS CLIENT TO BRING
THE TEAM'S VISION TO LIFE IN SANTA CLARITA, CALIF.



INVENTING THE FUTURE
OF COMMUNITY

Since 1921, Pardee Homes has been on a mission not to simply build homes, but rather to create sustainable, livable communities. Pardee has garnered numerous accolades for doing just that. But a blank slate of spectacular LA County land presented an opportunity unlike any other before. For the Pardee team – with significant emotional attachment to this property – Skyline was a passion project.

OUR ROLES

- Vision and Placemaking
- Strategic Planning
- Brand Development
- Logo Design
- Launch and Grand Opening Ad Campaigns
- Email Marketing
- Website Design
- Social Media Management and Promotion
- Signage Plan and Design
- Additional Signage and Naming

GRAND OPENING TODAY! 10AM-3PM

MODEL HOME TOURS • LIVE MUSIC • POOLSIDE ENTERTAINMENT • KITE FLYING • PHOTO BOOTH • KOGI TACOS
BIG GUY BREW CO • COOLHAUS ICE CREAM • COFFEE BAR • TALENT SHOW FEATURING LOCAL SCHOOLS

SKYLINE

Come celebrate the Grand Opening of Skyline, a new kind of master-planned community perched atop the beautiful hills of Santa Clarita. Tour 12 model homes in four new neighborhoods surrounded by nearly 1,600 acres of open space and trails. Explore head-turning indoor and outdoor amenities. We'll have craft beer, food trucks, live music, kids activities and lots more. Join us **today, Saturday, November 3, from 10 am to 3 pm**, and enjoy a taste of life wide open.

SOLA 3-4 Bedrooms From the mid \$400s 1,882 - 2,228 sq. ft. By Pardee Homes	CELESTIA 3-3 Bedrooms From the high \$500s 2,002 - 2,389 sq. ft. By TRU Home Homes	MYSTRAL 3-4 Bedrooms From the mid \$600s 2,400 - 3,132 sq. ft. By TRU Home Homes	LYRA 4-7 Bedrooms From the high \$600s 2,882 - 3,504 sq. ft. By Pardee Homes

ALL ARE WELCOME! RSVP AT LIFEATSKYLINE.COM/GO
29049 STRATUS STREET CANYON COUNTRY, CA 91351

Masterfully Planned by Pardee Homes

The price of our homes, included features, plans, specifications, appointments, negotiated builder and vendor contract are subject to change without notice. Photographs are intended to illustrate the look and feel of the community and are not intended to represent the actual construction. All prices are estimates and are subject to change without notice. All rights reserved.

The Skyline Grand Opening print ads captured the community spirit from the beginning, and gave buyers all the information necessary to start their journey.





Outdoor boards piqued the buyer's interest about the Skyline lifestyle.

CHALLENGES

The company needed a brand strategy partner with the vision, enthusiasm, collaborative culture and creative chops to guide a major real estate development from an idea to a master-planned community unlike any in the region. In 2017, the Pardee team selected Wick to create a brand that reflected their strong sentiment for the land. Our approach as always: build a strategy that informs creative that drives results.

INSIGHTS

From the outset, Wick's role was to design and lead branding discussions. To guide that, we set out to immerse ourselves in all things Skyline. That meant boots on the ground, touring the site and surrounding area and doing deep-dive briefing sessions with the Pardee Homes LA team. We studied the land plan, the vision, their goals and the project's timelines. And, of course, we researched the market, buyer profiles, competitive landscape and more.



Throughout the Skyline community, we incorporated fun ways to learn about science and nature, including signage in the butterfly garden that entices children to engage.

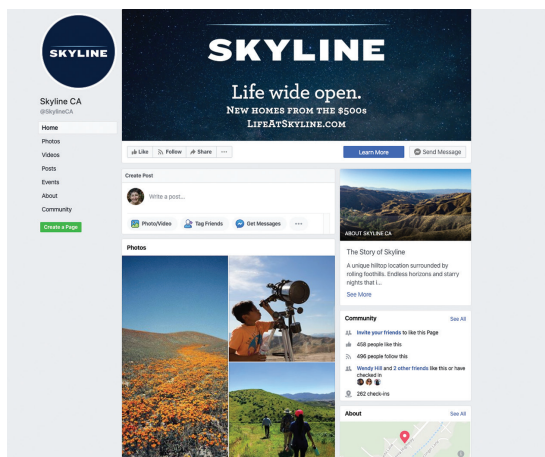


THE SCIENCE AND ART OF PLACEMAKING

Armed with those insights, our first priority was to design and conduct a visioning brainstorm with a diverse team of stakeholders. For a full day, we led the Skyline team of creatives, consultants and Pardee executives to look into the future, imagine diverse lives thriving on this piece of land, determine the differentiators, articulate the lifestyle and begin the storytelling of this brand-new place.

TURNING VISION INTO BRAND

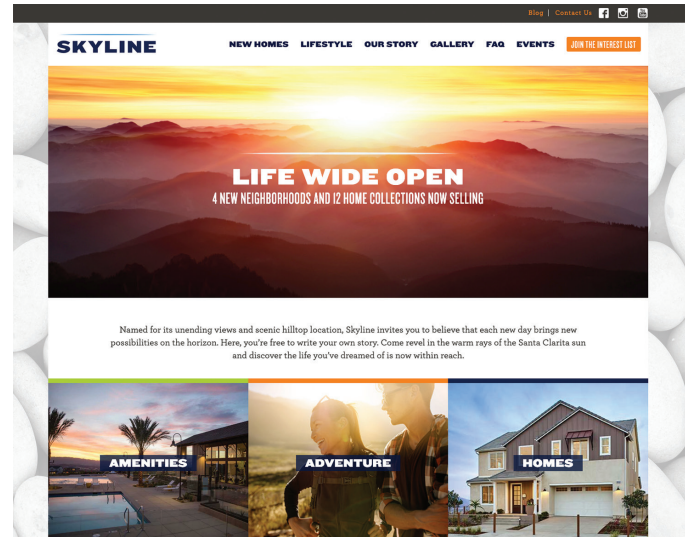
Armed with ideas, inspiration and direction from the brainstorm, we set out to build the brand platform. Together with the Pardee Homes team, we fleshed out the story, bringing both the tangible and intangible elements of the brand to life. We designed the logo, wrote taglines and created the Brand Playbook — imagery, color palette, voice and an activation plan. We crafted Pardee Homes LA Brand Guidelines, a teaser video and a landing page to begin connecting future buyers and generate anticipation.



Social media helped create a sense of place and community before and long after Grand Opening.

TRADITIONAL AND DIGITAL CAMPAIGNS TO DRIVE BRAND AWARENESS

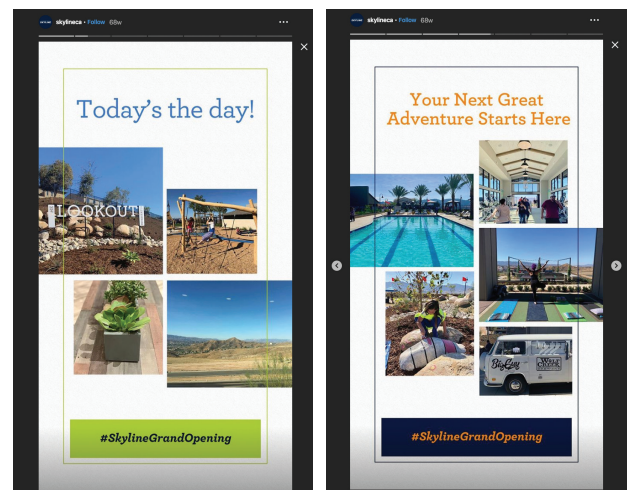
With branding in place, generating awareness and interest for the Skyline Grand Opening became our focus. We deployed a staged marketing approach, first designing and launching a preliminary website for lead generation, followed by a more robust website, then a lifestyle video and later a video of the 3D rendering. To maintain interest over the project timeline, we slowly teased out parts of the story to gradually unveil the Skyline story.



The dynamic Skyline website reflected the open spirit of the community, encouraging a strong connection with potential customers from their first encounter with the brand.

SOCIAL MEDIA AND EMAIL TO GROW AND NURTURE RELATIONSHIPS

Wick grew a community of interested homebuyers on Skyline's social media platforms with organic and paid content, generating Interest List sign-ups and Grand Opening attendees as well as providing a forum for managing consumer questions. Email campaigns nurtured the growing list up to, and following, the Grand Opening.



Carefully crafted Instagram stories heightened anticipation for the Skyline Grand Opening and provided engaging real-time coverage of the event.



◀ *The signage we designed leveraged the Skyline brand to direct visitors to the many surprises waiting for them around the community.*

ON-SITE AND OFF-SITE SIGNAGE TO GUIDE THE EXPERIENCE

Wick designed signage for Skyline that not only met the needs for wayfinding, but also told the brand and lifestyle stories, delighting visitors with unexpected moments as they explored the master-planned community.

A COLLABORATIVE APPROACH

Collaboration is a core part of the Wick culture. We were intertwined with the entire team from the visioning meeting forward. To continue the team engagement established at the visioning meeting, we created an invitation-only website for the Skyline team, both internal and external. This digital hub continues to be the central repository for all relevant Skyline documents, status updates, team contact information, site progress videos and photos.

RESULTS

By all accounts, Skyline’s Grand Opening was a stellar success. The Skyline email interest group surpassed 2,500 names, more than double the goal of 1,000, and more than 2,000 guests attended the Grand Opening event. The Facebook event page Wick created reached 28,800 people and engaged 778 “interested” followers, 75 of whom went to the Grand Opening.

Skyline opened with four neighborhoods, and project-to-date home sales are ahead of targets. In early 2020, a fifth neighborhood opens, with two more to come within the next five years. Since opening the master plan, most of Wick’s attention is now focused on neighborhood marketing.

The National Association of Home Builders’ National Sales and Marketing Council (NSMC) recently honored Skyline, Pardee Homes and Wick Marketing with the **Gold Award for Best Digital Marketing Campaign** at The Nationals, held at the 2020 International Builders’ Show. This Gold Award validates the relationship-based model Wick Marketing used in partnership with Pardee Homes to deliver outstanding results for Skyline and excellent work that gets noticed.

TAKEAWAYS

We’re collaboration cheerleaders. Getting everyone in the conversation generated a collaborative team dynamic that carries through long after the initial work is done.

Partnerships win over vendorships. Imbedding ourselves in our client’s business was good business for everyone. We looked at things from the perspective of the client’s best interest and leveraged the creative synergy of all partners working toward the same goal.

The best results begin with sound strategy. Even the most beautiful creative pieces won’t generate results without a sound brand strategy behind them. Strategy that informs creative that drives results. Period.