



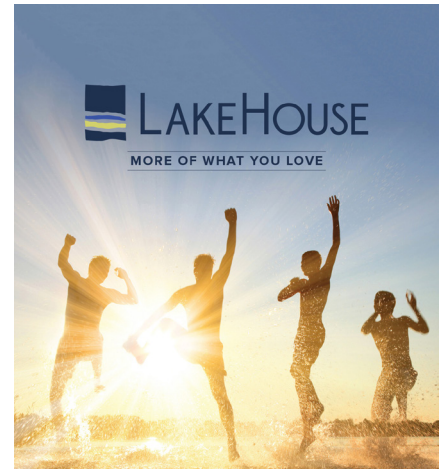
HOW WICK USED STRATEGIC MESSAGING TO  
SUCCESSFULLY LAUNCH A NEW COMMUNITY



GIVING ALL CUSTOMERS MORE OF  
WHAT THEY LOVE

Trendmaker Homes was ready to launch LakeHouse, its newest master-planned community in Katy, Texas. As Trendmaker Homes is the sole developer for this project, all marketing would derive from the placemaking brand developed for LakeHouse, a lifestyle community designed for a wide range of homebuyers.

*Sales Brochure –  
Creating an emotional  
connection with  
prospective customers  
was key at LakeHouse.*



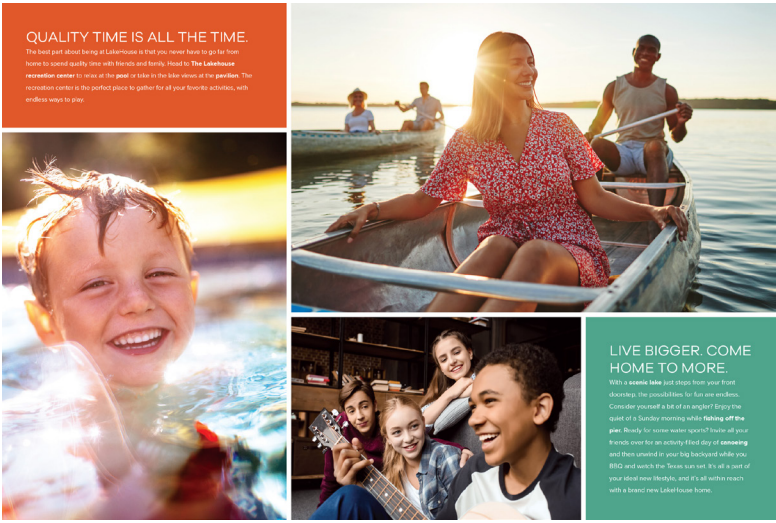
OUR ROLES

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



**FAR FROM ORDINARY.  
CLOSE TO PERFECT.**  
It's only a few miles west of Houston, but LakeHouse feels about as far away from the hustle and bustle of city life as you can get. Here, there's wide-open living with everything from bigger backyards to lake views to an award-winning recreation center and more. More comfort. More beauty. More relaxation. More of what you love. [Welcome Home to LakeHouse.](#)





Sales Brochure — Evocative lifestyle photography was featured throughout, coupled with aspirational copy, delivering on the “More to Love” brand platform.

**CHALLENGES**

With LakeHouse, Trendmaker Homes recognized a need in the marketplace to develop a product that appealed to first-time homebuyers, all while retaining the premium quality that Trendmaker is known for in Houston. In addition to its large, core product offering at LakeHouse, Trendmaker added smaller homesites to its community plan, which would resonate with this customer.

**INSIGHTS**

The Wick team understood that LakeHouse needed a brand promise that would ring true for buyers at multiple price points and different lifestyles. Only a strong, simple statement would deliver the degree of messaging flexibility LakeHouse required. Research told us that LakeHouse could compete against other communities in terms of lot size, amenities, and the attractive lake feature.

**STRATEGY**

LakeHouse offered a financial advantage over the competing communities that imposed a Municipal Utility District (MUD) tax, which adds substantially to homeowner’s mortgage payments. The Wick team developed “More of What You Love” as an overall brand statement to help customers connect emotionally with the financial equations. Messaging would help customers translate the financials to their personal opportunity to have more of what they most valued.

Direct Mail — Knowing that prospective customers, particularly renters, would come from nearby communities, we created a direct mail piece that highlighted the benefits of LakeHouse and also announced the upcoming Grand Opening.

Just a few miles from the city, there's a new lake community from Trendmaker Homes where easy living and family fun are just the beginning.  
**Welcome home to LakeHouse.**

**GRAND OPENING APRIL 13, 11AM-3PM**

Relax and gather the whole crew for a fun BBQ in oversized backyards, or get in a little kayak time on the lake. Enjoy resort-style amenities at the LakeHouse recreation center and, during the long, hot Texas summer, cool off at our refreshing swimming pool and splash pad. The best part? Get all this and more of what you love, with **new homes from the \$200s-\$600s.**

Interested? Swing by during our Grand Opening on Saturday, April 13th and experience what easy living looks like.

[Join the LakeHouse Interest List at LakeHouseKaty.com/SignUp](http://LakeHouseKaty.com/SignUp)

**TRENDMAKER HOMES**  
 LakeHouse  
 176 LakeHouse Landing  
 Katy, TX 77493

INDICIA

**Far From Ordinary.  
 Close To Perfect.**

**LAKEHOUSE**  
 New homes from the \$200s-\$600s from Trendmaker Homes



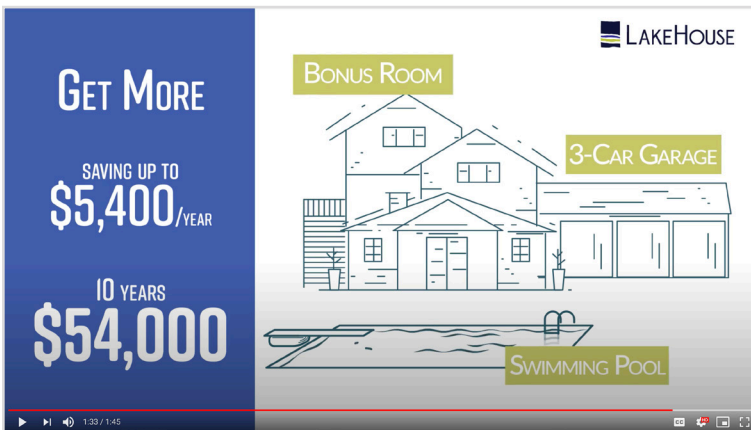


◀ Billboard — To help increase excitement, we leveraged aspirational photography to showcase what life could be like at LakeHouse.

We conveyed the “More” theme out across multiple message points — more for your money, more choices, more backyard, more amenities and more money left for a boat, vacation or college for your kids. From a copy standpoint, we maintained the friendly Trendmaker Homes voice, relying on lifestyle photography to portray the wide range of customers who would feel at home at LakeHouse.

## RESULTS

Creating LakeHouse brand awareness was our first priority, followed closely by driving traffic to the Grand Opening. Historically, Trendmaker Grand Openings leaned on the modest side, with most prospects preferring a more private touring experience. The LakeHouse Grand Opening attracted as many as 150 attendees — which Trendmaker considered a great success. Ten sales were completed in just the first week.



▲ MUD Tax Explainer Video — One major advantage of buying at LakeHouse is the lack of a Municipal Utility District (MUD) tax, which adds substantially to homeowner’s monthly mortgage payments. To help explain how much one could save, we created an animated video that highlights all the various ways you can spend that extra cash.

**SOCIAL MEDIA IMPRESSIONS**  
538,858

**LEADS**  
802

**LINK CLICKS**  
9,539

**OFFLINE OTHER CONVERSIONS**  
33

## TAKEAWAY

Established homebuilders can expand beyond their traditional customer base without sacrificing their overall brand. It takes the right product, along with smart marketing strategy and brand stewardship.