



NEEDED: THE RIGHT STORY

Tri Pointe Homes was building a new kind of community in Fallbrook, CA. Located well outside of the popular San Diego area, this community needed a compelling brand story to attract new customers and a strategic marketing plan that would deliver near-immediate results across six product lines.

RESULTS

With strategy driving creative, we were able to overcome the location challenges with a compelling offering that made a little extra driving time well worth it. Citro's interest list exceeded 2,000 contacts within the first month of promotion and the pre-sales program resulted in 28 contracts within the first 60 days without a sales office or models.

OUR ROLES

- Research
- Brand positioning and strategy
- Placemaking
- Naming
- Logo
- Brand guidelines
- Print advertising
- Signage
- Outdoor
- Email
- Social media
- Web copy
- Collateral



INTEREST LIST EXCEEDED **2,000** CONTACTS WITHIN FIRST MONTH OF PROMOTION



10.5% OF CITRO INTEREST LIST LEADS CONVERTED TO A SITE VISIT

PRE-SALES RESULTED IN **28** HOMES UNDER CONTRACT WITHIN THE FIRST 60 DAYS WITHOUT A SALES OFFICE OR MODELS



CHALLENGES

Citro's rural location offered little retail or infrastructure. Major amenities would not be in place until late Year Two. We needed to convince an aspirational San Diego buyer that they could have a desirable lifestyle alongside an attractive — yet attainable — home in North San Diego.

INSIGHTS

Based on research and analysis of the community's offering, the consumer, competition and market conditions, we identified key motivators and differentiators. Among them: affordability, a modern architectural sense and a semi-urban community plan that complemented the natural open spaces and unique working agriculture on the land.

WHERE MODERN LIFESTYLE MEETS WIDE-OPEN SPACES.

THIS IS THE SPOT.
 The Spot is Citro's main gathering spot and the hub for soaking up the sun, pool parties and so much more. Throughout the community, you'll discover endless opportunities to explore the scenic outdoors in fun, creative ways.

WORKING AVOCADO AND ORANGE GROVES | 14 MILES OF NATURE TRAILS | ONSITE FARM STAND | SENSORY GARDEN PLAY AREA
 COMMUNITY GARDEN | RECREATION CENTER WITH POOL | PUBLIC PARK | PROPOSED FUTURE SCHOOL SITE

CITRO
 DESIGNED BY THE POINTS HOMES

WELCOME TO OUR AGRI-CULTURE

MODERN SINGLE-FAMILY, CONDO, AND DUET-STYLE HOMES

SO CLOSE, AND JUST FAR ENOUGH AWAY. THE BEST OF BOTH WORLDS.

CITRO
 DESIGNED BY THE POINTS HOMES

Citro is North County's fresh new twist on the agrihood — a celebration of diverse influences, where modern architecture and community design meet historic agricultural land. With more than 235 acres of open space, working avocado and citrus groves, diverse modern home types to meet virtually every need, and a bushel of amenities, Citro inspires a zest for life.

Dig in at
CITROLIVING.COM

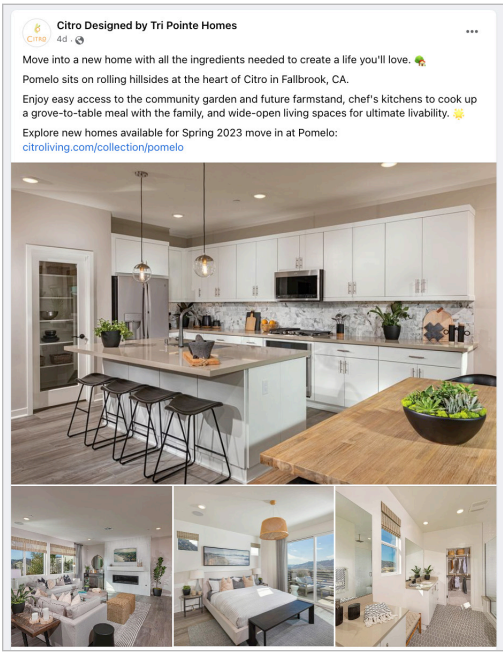
Tangible, take-home collateral still works as a way to reinforce the lifestyle promise to onsite traffic. This oversized tri-fold brochure wrapped the whole offering up with a map, a few words and strategic images that showed amenities, modern home design, all-important trails and our target family buyer.



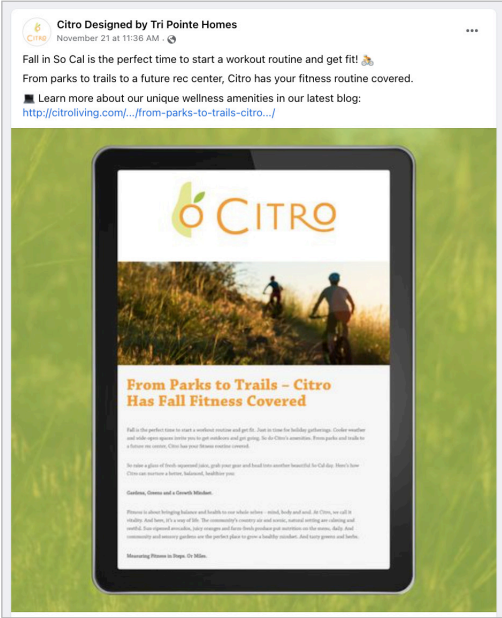
STRATEGY

We did the strategic and creative work of imagining a place customers can't resist and created an emotional connection to the Citro "Agri-Culture," which represents a marvel of convergence. Like grafting one plant to another, this master-planned community married old with new, urban with agriculture and small-town vibe, indoor living with outdoor opportunity, individual aspiration with community chemistry and attainability with splendor.

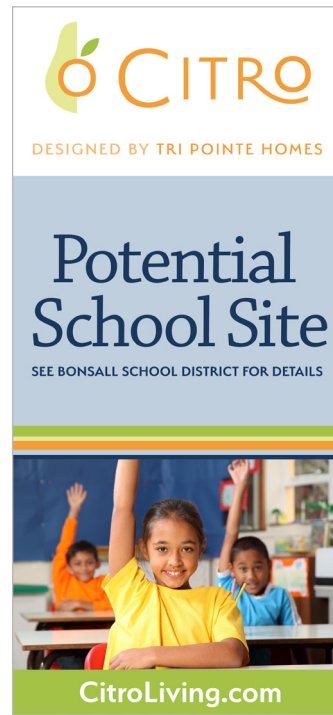
This award-winning sales office came in after the initial marketing launch and helped showcase the differentiated lifestyle Citro would offer.



Citro is all about juxtapositions. Showcasing Citro's modern architecture, while anchoring the community to its historical, rural location, drove much of our social media strategy.



Our content strategy for Citro included blog content that fleshed out the offering, including the outdoor amenities — built and natural— that were at the heart of the brand, and elevated a remote location to a desired benefit you couldn't get in the city. Blogs were then shared out on Citro's social channels.



Telling the story of a planned community before most anything is in or on the ground is key to pre-opening placemaking. Street banner flags let onsite visitors begin to envision Citro at build out with all the promise of the rich life being offered, particularly for families.



We introduced the Citro brand with onsite signage that teased the unique kind of community Tri Pointe Homes was creating. We used fresh, fun photography, pricing and a URL to get on the interest list.

TAKEAWAYS

The client had the right offering, in the right semi-rural location, priced right, at the right time. But the community would open before the sales office or models were underway. The story needed to be strong and compelling

enough to do the work of engaging this buyer before they had anything more than maps and renderings to make their decisions.