



RESIDENT VOICES HELPED TO TELL A NEW STORY

Amblebrook at Gettysburg, a 55+ active adult community in Pennsylvania, was underperforming in the marketplace. In large part, this was due to a brand that did not accurately reflect the robust active lifestyle that the developer had facilitated for residents. The goal of this branding project was to attract and retain buyers by presenting the offering in a way that compellingly differentiated it from the competition.

OUR ROLES

- Advertising
- Brand Identity
- Content Creation
- Copywriting
- Creative Strategy
- Graphic Design & Production
- Integrated Marketing
- Media Strategy & Planning
- Naming/Identity
- Neighborhood & Community Positioning
- Photography
- Research & Analysis
- Signage & Wayfinding
- Strategic Planning
- Traditional Media
- Web Design

“ Wick Marketing’s deep understanding of the real estate space and our target audience allowed them to provide invaluable insights and recommendations throughout our re-branding efforts. Their strategic branding approach and effective creative solutions have made them a trusted partner ever since. ”

– Sara Carbonell, Director of Marketing and Sales