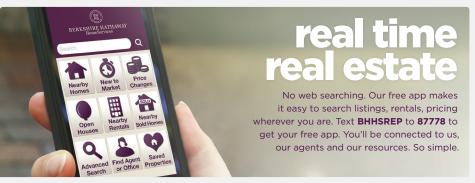


# Brand transition for Real Estate Professionals











Homes are one of the biggest purchases people make. We give you the tools, experience and people to make it a positive experience. Bhhsrep.com

In January of 2015 the Salem-based Prudential Real Estate Professionals franchise became part of the elite Berkshire Hathaway HomeServices brand. Creative Company was chosen to support the transition with a regional advertising campaign.

Three messages were developed to unify print advertising, social media, banner ads and a PowerPoint presentation. The primary message emphasized how the new BHHS brand made an already great team even better now

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### Same trusted professionals. Even better resources.



- ^ PowerPoint slides
- < Full page newspaper ad

"[Creative Company] knock(ed) the ball out of the park! Thanks for doing a great job helping our company let the public know of our conversion to Berkshire Hathaway HomeServices Real Estate Professionals!'

> -Byron Hendricks President and Principal Broker Berkshire Hathaway HomeServices Real Estate Professionals

Full page newspaper ads and listing toppers covered the region. The PowerPoint was used in individual offices and for group presentations.

**BUSINESS** A regional real estate brokerage with 7 offices from Silverton to Roseburg Communities served in the mid-Willamette Valley of Oregon

## The story of "even better now"

#### CHALLENGE

Salem-based Real Estate Professionals transitioned to the Berkshire Hathaway HomeServices brand on January 13, 2015. To fully support the transition in regions served, Creative Company designed a multi-media ad campaign to get the word out, reinforce the strength of the new brand and support a smooth

transition from Prudential. The campaign built on Berkshire Hathaway HomeServices brand standards.



^ Facebook cover photo

#### **STRATEGY**

Three key messages drove the campaign, beginning with "even better now," and followed by "real time real estate" to introduce the new smartphone app. Third was "same exceptional people" to emphasize how the name changed, but not the staff, agents and brokers. From full page newspaper ads, to

web banners, a landing page and PowerPoint presentation, the ads saturated the media and built excitement in markets from Salem to Roseburg.

#### **RESULTS**

The campaign unified the 7 offices around the brand's power and created enthusiasm and excitement amongst brokers and their clients.

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