

butterfieldgardensmo.com



Deliverables for Butterfield Gardens



+ TESTIMONIAL

"By creatively designing a new logo, stationary, brochures, and developing a wonderfully attractive and user-friendly website, we can now properly market our community with the right identity and message."

-Bret Burgess, President

BUTTERFIELD GARDENS

Bret Burgess, President of Burgess Construction, was looking for an agency that could help him create promotional materials that captured the essence and beauty of Butterfield Gardens, a social community for 55+ active adults. Bret had serious reservations on spending more money marketing his community after several failed attempts with freelance professionals. Pixel IQ was up for the challenge and promised to deliver a package that would not only satisfy the company's marketing needs but would also establish an impressive and memorable Brand Identity for Butterfield Gardens. Pixel IQ faced the challenge of making up for bad experiences that Burgess Constructions went through while trying to establish a Brand Identity for Butterfield Gardens. This meant not only producing quality work, but exceeding the expectations and impressing the owner.



The work started with an extensive research of likes and dislikes, needs and wants. Through several visits to the community and meeting with the

owner, Pixel IQ carefully listened to the client's vision of Butterfield Gardens and the image it needed to project. With a clear sense of direction, our multi-step conceptual design process soon unveiled a new Butterfield Gardens logo concept followed by matching print and web design concepts. The goal was to keep a consistent image throughout various types of marketing communications. This would establish a solid foundation for all future brand identity development efforts.

+ CREATIVE SERVICES

- Brand Identity
- Logo Design
- Print Design
- Web Design
- Web Development
- Video Production
- CD/DVD
- Flash Programming
- eStore
- HTML Campaigns
- Metrics/Traffic Analysis



ESTABLISHING AN INTERACTIVE ONLINE EXPERIENCE

Developing the Butterfield Gardens web site had two objectives. One was to provide visitors interested in the community with a way to experience the community. This was accomplished through carefully selected photography, testimonials, floor plans, home features, and inventory specifics. The second objective was to allow the community easy access to information relevant to community activities and events. This was achieved by including an online calendar of events on the website and allowing synchronization of activities with a monthly news letter. The synchronized set of events would facilitate regular attendance of social gatherings and activities within the community.

TRACKING AND MEASURING SUCCESS

Pixel IQ has successfully accomplished the client's goal to establish a memorable brand identity that will help build the the community's awareness which revolves around quality and comfort living community for 55+ active adults. All designs, electronic and printed products, were delivered on time and with utmost quality. This fulfilled our goal for exceeding the client's expectations. Bret Burgess shares his thoughts after going through our creative project experience: "Pixel IQ exemplified the upmost professionalism. It is with great pleasure that I recommend Pixel IQ to all my colleagues I deal with in my position. Your dedication and determination are qualities that are very hard to find."

