

CASE STUDY: Alderbrook Townhome Estates

CHALLENGE

Bollerman Development Corporation needed marketing support for an upscale community it was building in historic Sickles Farm in Little Silver, NJ.

SOLUTION

We created a campaign which included a logo design for Alderbrook Townhome Estates, newspaper advertising, public relations and point-of-sale materials. A key piece was a handsome slipcase with separate brochures promoting the history of the area, site plan, individual models and unique highlights.

RESULTS

The reaction to Alderbrook was so favorable that it quickly rolled out to the final phase of development. As the development grew, new amenities were assimilated into the marketing materials.

Contact us today to learn how your business can profit from our Brand-Edge™ Process.



BLOCK & DECORSO

Branding | Marketing | Public Relations

3 Claridge Drive, Verona, NJ 07044 T: 973.857.3900 F: 973.857.4041 www.blockdecorso.com

CONTACT: David Block
E: davidblock@blockdecorso.com