



J. Michael Builders, a Chicago-based residential developer and general contractor, builds new homes and communities in locations around the Chicagoland metro with exclusive, superior home designs and styles to choose from. As a provider of the highest quality construction, they were seeking a trusted partner to help ensure their newest development “The Preserve” was marketed to individuals seeking new construction at an affordable price point.

With the new development featuring 16+ homes in the far western suburbs of Chicago, J. Michael Builders needed a plan that sourced qualified potential home buyers to purchase these properties. By providing a hyper-targeted media approach for this niche audience, Cooperate was able to aid J. Michael Builders in developing a campaign and plan that appealed to a niche of new home buyers looking to make an immediate purchase.

Digital and Print Creative Approach

Key Challenges

- JMB was constructing a new residential development in Plainfield, IL (about 40 miles west of Chicago) and needed help targeting new home buyers that would be potentially interested
- Since the build was in an area where there had not been much development recently, it was imperative to target an audience in the surrounding suburbs. In order to convert all properties to sales, it was paramount to create a hyper-targeted campaign for a highly niche audience looking to buy an affordable starter home.

Strategic Opportunities

- Any media plan for this audience would require that the inputs accurately reflect what the audience is searching for in their first home. Many families buying a starter home can't afford everything they want, so our approach took into account all variables home buyers were seeking, including: quality, construction, design, amenities, development, proximity to the schools, etc.

Proposed Solutions

- We developed a hyper-targeted media campaign targeting new home buyers and families that fell within demographic, psychographic and sociographics - based upon extensive research. Creative media succinctly targeted this niche audience with a campaign tag that resonated with them and aptly defines JMB homes: "Affordable Luxury Awaits You."

Results

- When JMB engaged us, they had been in market for one year and had only sold half of the lots built. Following several cross-media campaigns, JMB was able to sell the remaining lots and builds by the next summer (8 months) while doubling the industry average click-through rate across all media.

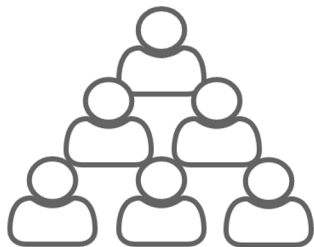


Key Results

4-month Campaign Generated:



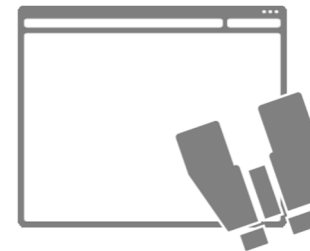
+480k
Impressions



+96k Reach



+8.5k Total
Clicks



+7.1k Landing
Page Views

CTR was

2.3X better

than industry average

Cost per Result

\$0.70

Every Home

*SOLD over 150 day period
(except 1)*