



## Prudential Waterfront Properties “Who’s Your Caddy” Campaign

**Research:** The Water’s Edge by Waterfront Properties has an established identity at Smith Mountain Lake (SML) as one of the finest private communities. The success of that development is due primarily to how it has been set apart by strategic advertising. However, with the success of the Waterfront Properties 2004 “It’s Your Move” campaign, some of the specific focus on The Water’s Edge had been lost. Facing a decline in contacts specifically interested in The Water’s Edge, Waterfront Properties set out to create a new advertising campaign that could generate interest without losing the strong brand identity that they had been building for the past few years. After surveying several focus groups, an independent advertising agency discovered that while 94% of those surveyed were familiar with Waterfront Properties, The Water’s Edge had become just another of their communities. This research clearly identified a specific problem and established the major goal of the campaign – to let the public know that The Water’s Edge is still one of the most exclusive communities featuring the best amenities at SML. By tracking the calls generated by the previous campaign and questioning the focus participants on how which property interested them most, the planning team targeted the best outlets for a new media campaign.

**Planning:** In designing the new campaign, the team faced the difficult proposition of highlighting a specific community without losing the specific feel of the very successful “It’s Your Move” campaign. The previous ads were geared specifically toward highlighting SML properties and featured aerial shots, rounded boxes and the font, *Antigoni*. While the “It’s Your Move” campaign widened the appeal to people buying or listing properties in the entire region, a new campaign had to generate more interest in this signature property. The challenge was to remove the concentration on moving in general and change it to moving to The Water’s Edge. The team realized that The Water’s Edge needed a somewhat edgy theme that would speak to its target market and generate interest without downplaying the other Waterfront Properties communities.

**Execution:** The new campaign, “Who’s Your Caddy,” provided the opportunity to continue using the Waterfront Properties feel with lake aeriels while simultaneously created a fun and somewhat tongue-in-cheek theme. In a funny way, The Water’s Edge was highlighted for its prestigious golf community and the level of service provided. The campaign was designed to integrate a new idea into the consistent look of a Waterfront Properties ad. While the lake is still pictured, the idea conveys that The Water’s Edge is just a little edgier than some of the other properties. The campaign was launched through a variety of outlets including Southern Living, Pinnacle Living, Dupont Registry, Wall Street Journal, Raleigh New and Observer, and The Washington Post.

**Evaluation:** Campaign success was measured in terms of incoming phone contacts, walk-in customers, e-mail responses, and reader service cards during the peak lake

season. The targeted months of exposure include the beginning and middle of the summer season – the months of March, April, May, June and July. As noted by the drastic difference, the campaign increased overall contacts for this period from 367 in 2004 to 1,244 in 2005. That is an overall increase of 239 percent. March showed an increase of 136 percent. April showed an increase of 205 percent. May had an increase of 238 percent. June had an increase of 367 percent. July had an increase of 267 percent. Not only did the campaign significantly increase the number of contacts, but it did this without a significant jump in the cost of placement. 2004 placement from March to July totaled \$36,500, while the 2005 placement from March to July only increased to \$50,500. Using this method of comparison, the new campaign generated 239 percent more contacts while costing only 38 percent more.