

HEDGEWOOD HOMES >
 HOMEBUILDER AND DEVELOPER, ATLANTA, GA

Services Delivered
 Brand Marketing

Timeframe
 2005 - Present

Client Contact
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Hedgewood may have started as a small, independent homebuilder competing on the basis of quality and architectural distinction, but such modest days are certainly behind them. Today, twenty years later, the principles that drove their early success have since fueled an evolution into one of the Southeast’s most successful and admired builders of environmentally-friendly, architecturally inspiring, traditional neighborhoods.

Long story short, the company is no longer just a homebuilder. Instead, they possess a sort of marketing gold — the wholly unique and desirable prospect of “total community,” something unmatched in the region. What they lacked, however, was a strong sense of how to take this new story to market. They turned to PlaceMakers to overhaul the company’s brand.

The challenge was the complexity of Hedgewood’s “promise.” Simply put, the company offers value and quality of life benefits across an uncommonly wide spectrum and appeals to a variety of target markets on different levels. However, in PlaceMakers’ estimation, there was a single message that resonated equally across these various segments: One’s true sense of “home” — both practical and emotional — is much greater than just a house and no one delivers on the complete package better than Hedgewood.

The concept then came to fruition with a new logo execution stating, simply, “Hedgewood: This is home.” The idea being that, as a visit to any Hedgewood community will attest, something different is taking place here. Something bigger, on a more substantive and rewarding level. *This* is home.

The new positioning was then extended to the full scope of marketing materials and executions — company brochure, identity package, trade booth, website, and much more. With it, for the first time in its history, the company now possessed a single voice and, equally important, a consistent story to tell.

With the rebranding complete, and proven successful, PlaceMakers has continued working with Hedgewood on a variety of marketing projects, including marketing materials for both individual neighborhoods and special product challenges.

HEDGEWOOD

THIS IS HOME.

Corporate Brand Positioning

SEVEN

NORCROSS

Project Identity / Logo Development



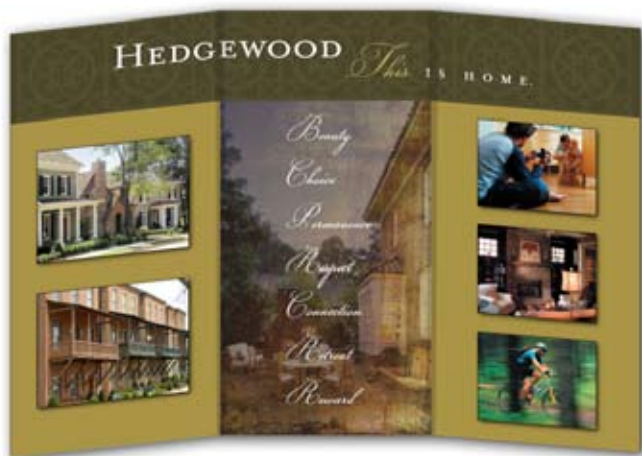
Company Brochure



Company Identity Package



Project Marketing Collateral



Display Booth Design



Website Consulting

Our vision is helping you fulfill yours. Let's talk.

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