

CASE STUDY :



REYNOLDS PLANTATION

SITUATION ANALYSIS:

Reynold's Plantation is a world-class golf course resort community located on Lake Oconee in Greensboro, Georgia. Three golf resort competitors existed within a 5-mile radius of Reynolds Plantation. Initial advertising efforts at Reynolds Plantation had been very limited. Awareness of Reynolds Plantation and the Lake Oconee area was extremely limited to Atlantans only 90 miles away.

MARKETING OBJECTIVES:

- Generate awareness of Reynolds Plantation and its world-class resort amenities
- Promote the new Jack Nicklaus designed Great Waters golf course.
- Generate \$12 million in initial sales
- Generate \$20 million in annual sales

STRATEGIES:

- Position Reynolds Plantation as the most desirable second home, lakefront golf course resort community in the Southeast.
- Utilize an effective mix of magazine, newspaper and outdoor advertising, complemented by direct mail and extensive sales support materials.
- Ensure continuity of message and design throughout all program materials.
- Develop a unique realtor promotion entitled "Commissions Possible"
- Utilize media, property owner referrals, direct mail and telemarketing to generate on-site traffic.

RESULTS:

- The initial promotion period generated \$15.5 million in homesite sales - 129% of the sales objective.
- Generated \$30 million in first year sales - 150% of the sales objective.
- Sales continued to outpace projections.
- Campaign won over 20 local, regional and national awards.

