

# CASE STUDY

## TRADITIONS OF AMERICA WEBSITE REDESIGN



### PROBLEM

The existing website was not optimized for the increasing number of seniors and Boomers using mobile devices to search for homes.

### DESIGN LOGIC

Focused on a clean, high-contrast UI that ensured readability and accessibility without sacrificing a premium brand feel.

### STRATEGY

Spearheaded a mobile-first, responsive redesign. Simplified the navigation and placed high-value conversion points such as the eBrochure download on every single page to capture leads faster.

### RESULTS & IMPACT

This strategy led to a 105% increase in goal completions by smartphone users and generated over 1,200 leads from the eBrochure tool in the first year alone.

# CASE STUDY

## TRADITIONS OF AMERICA "LIVE BETTER NOW" INTEGRATED CAMPAIGN

**LIVE BETTER**

Traditions of America is Pennsylvania's leading 55+ builder with five active lifestyle communities across the state! Pennsylvania is one of Kiplinger's™ Top Tax-Friendly States for Retirees. Our new homes feature single level living with designer kitchens and first floor master suites. And, since we take care of all the yard work, you can spend more time on the greens you love.

To learn more call 877-388-5655  
FREE Cost of Living Comparison  
[TraditionsOfAmerica.com](http://TraditionsOfAmerica.com)

**TRADITIONS OF AMERICA**

**College Life for Grownups  
Only Better!**

Live better with our low maintenance, high fun lifestyle that leaves you time to do exactly what you want. Meet new friends, travel or yes, even take a few classes.

Upgrade your life\* - and your home - for less.  
[TraditionsOfAmerica.com/upgrade](http://TraditionsOfAmerica.com/upgrade)

A 55+ Community featuring  
Single & Garden Homes from \$249,900

Call 484-281-3555

\*Traditions of America communities are age qualified. See New Home Counselor for details.

**TRADITION OF AMERICA**  
Hanover

### PROBLEM

Needed a way to drive high-volume leads across multiple regional markets while keeping the company's national brand identity consistent.

### DESIGN LOGIC

Incorporated "Aspirational Realism" by pairing high-quality, authentic lifestyle photography with bold, direct typography to sell the benefit of the community, rather than just the real estate.

### STRATEGY

Developed a "Flex-Brand" Framework to ensure a consistent visual identity across multiple regional markets. This multi-channel campaign was engineered to provide a unified national brand umbrella while allowing local communities the flexibility to swap in regional imagery and event-specific data.

### RESULTS & IMPACT

This integrated plan generated 3,681 new leads in one year and contributed to a 24% increase in home closings.

# CASE STUDY

## TRADITIONS OF AMERICA WELCOME CENTER EXPERIENCE



### PROBLEM

Traditional sales offices felt cold and transactional, a factor which often intimidated prospective buyers early in their journey.

### DESIGN LOGIC

Used environmental graphics to evoke emotion and turn the space into a brand story, where visitors could explore floor plans and resident testimonials at their own pace while feeling safe and welcome.

### STRATEGY

Transformed the entire physical sales environment into a "Lifestyle Hub." Replaced desks with a custom bistro and integrated self-guided, non-threatening digital touchpoints like iPad kiosks and local specialities.

### RESULTS & IMPACT

This concept won a Gold "Best of 50+ Housing" award and was so successful it was replicated across the company's entire national portfolio.

# CASE STUDY

## CRANE'S BEACH HOUSE CAMPAIGN

*Escape To...  
Delray Beach*

Experience lush gardens, tropical inspired rooms & a tiki bar with live music every Thursday, Friday & Saturday night; serving the finest wines, beer & unique tropical drinks. Just steps away from the Atlantic Ocean & trendy Atlantic Avenue with the best dining & shopping in South Florida.

**CRANE'S**  
BeachHouse  
*escape from the ordinary*

**HOTEL & TIKI BAR**  
[www.cranesbeachhouse.com](http://www.cranesbeachhouse.com)

561.278.1700  
866.372.7263

82 Gleason Street  
Delray Beach, FL

[www.TheFaeGroup.com](http://www.TheFaeGroup.com)

### PROBLEM

Boutique resort needed to stand out in a saturated travel market where most competitors were using the same generic hotel imagery.

### DESIGN LOGIC

Utilized a vibrant, tropical color palette and custom whimsical typography to create a personal connection and a distinct sense of place.

### STRATEGY

Pivoted to Atmospheric Branding. Instead of selling the "room," focused on selling the "feeling" of the destination under the concept of "Escape from the Ordinary."

### RESULTS & IMPACT

This created a unique visual DNA for the property that resonated with luxury travelers and significantly increased brand recognition, bookings, and social engagement.

# CASE STUDY

## BRAND IDENTITY & LOGO DESIGN



### PROBLEM

Clients across diverse industries needed a visual “fingerprint” and identity that felt professional yet distinct enough to cut through the noise.

### DESIGN LOGIC

Prioritized versatility. Every custom logo is designed to be stress-tested to ensure it remains legible and impactful whether it's on a physical billboard or digital favicon.

### STRATEGY

Used a creative method of Typographic & Iconographic Distillation by identifying the core personality of each brand and translating it into a scalable mark that works across all platforms.

### RESULTS & IMPACT

Have successfully launched and refreshed identities for over 50+ industries, providing each client with a comprehensive visual system that guides all their future marketing assets.