



Champion Homes

Champion Homes is a North American leader in factory-built construction, with a Family of Homebuilders (including more than ten autonomous regional builder brands) that sells through a nationwide network of more than 2,000 independently owned sales centers. As agency of record, we provide strategic and creative support across a wide range of channels including web-based marketing, advertising, sales collateral, POS, public and investor relations, tradeshow and events.

The Champion Home Center program is a critical part of the company's marketing mix, providing 900 qualifying retailers with broad-ranging sales and marketing support, as well as high-value national sales promotions. The *Suite Retreat: Your Ultimate Dream Bath* promotion, for example, is an exclusive CHC promotion which allows customers to add a luxury master bathroom to select floor plans at an extremely attractive price point.

To support the launch, we developed a new brand for the promotion, positioning the Suite Retreat as an "escape" from the everyday in which customers could relax, unwind and enjoy a few quiet moments in a hectic world. A comprehensive program of sales collateral, POS materials, web marketing and customizable assets has also been developed to provide participating retailers with the support they need.

Champion credited the program with selling 2,000 homes within two years of its introduction. The campaign is continually refreshed each year with new creative.

SCOPE OF SERVICES //

- Strategic Planning
- Advertising
- Sales Collateral
- Multi-Media Production
- Public Relations
- Investor Relations
- Media Planning & Buying
- Employee Communications
- Corporate Events
- POS Materials