



Genesis Homes

Genesis Homes, the modular building brand of Champion Homes, is one of the largest and only nationwide modular homebuilders in the country. The company had traditionally focused its marketing efforts around custom-built homes but, with the housing industry slumping and multi-family, community and commercial builders looking for ways to improve the profitability of their large projects, Genesis saw a big opportunity. Recognizing that their existing marketing wasn't accurately reflecting this new focus, they turned to pushtwentytwo for help.

pushtwentytwo has reinvented the Genesis brand with a new "look and feel" and clear, compelling messaging that positions the company's modular construction process as "A Better Way to Build." To support this new positioning we have developed a series of integrated marketing initiatives, which use the web, advertising, direct mail, sales collateral, public relations, events and a "Builder's Guide To Profitable Modular Construction," to help larger builders and developers clearly understand what "a better way to build" really means.

With this new, re-focused brand and supporting assets in place, Genesis has a solid marketing foundation on which to weather the current economic climate and build its future growth.

SCOPE OF SERVICES //

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