



# EAST & MASON

## AMENITY CAMPAIGN BRIEF | 9.30.21 | Updated 9.14.21

<b>Objective:</b>	Maintain excitement and trust amongst current lead database and gain new leads as we move closer to releasing our homesites for sale.
<b>Main Messages:</b>	<i>East &amp; Mason Developers Reveal Plans for Pool &amp; Clubhouse Amenity</i>
<b>Target Audience:</b>	Current lead list of over 700 since November 2020. Targeted realtors Social Media followers Media and news platform audiences Internal: Custom Builder Team, Robuck Homes Employees, FMB Employees, Broker Ambassadors
<b>Channel/Medium:</b>	<b>Email</b> <ul style="list-style-type: none"><li>• OSC Lasso → East &amp; Mason Online Leads (EM branded)</li><li>• FMB → Realtor database (EM branded)</li><li>• Robuck → EM Database + Other Coastal</li></ul> <b>Social Media</b> <ul style="list-style-type: none"><li>• East &amp; Mason: Facebook, Instagram (WDC)</li><li>• FMB: Facebook, Instagram, Twitter, Linked In (either share or create new)</li><li>• Robuck: Facebook, Instagram, Twitter, Linked In (either share or create new)</li></ul> <b>Public Relations</b> <ul style="list-style-type: none"><li>• Press Release → Local Wilmington Media / Dana Todd – PR Consultant</li></ul> <b>Signage</b> <ul style="list-style-type: none"><li>• Re-Skin East &amp; Mason signs on Masonboro Loop &amp; Masonboro Sound Roads to reflect our neighborhood brand.</li></ul> <b>Partners:</b> <ul style="list-style-type: none"><li>• This campaign is only to be released, shared, and promoted by the developer and Fonville Morisey Barefoot.</li></ul>
<b>Key Content:</b>	Amenity Rendering (front and rear) – WDC to Add Logo and caption to each. Updated Splash Page (WDC) <ul style="list-style-type: none"><li>Add Vicinity Map</li><li>Add Vicinity-style imagery</li><li>Add Amenity renderings &amp; descriptions</li></ul>
<b>Related To-Dos:</b>	Update some of the EM drip emails Get FMB & Robuck websites updated to match East & Mason's latest update - Meredith
<b>UTM:</b>	UTM Campaign code = amenity