



A small box story with “the right amount of everything”

Business

Upscale, ultra-modern and sophisticated design in a simple-to-place, pre-fabricated modular home or vacation cottage

Audience

Savvy home buyers with an affinity for the well-crafted, resource-efficient modern home with “the right amount of everything”

Challenge

Boost intrigue, raise ideabox profile and seed prospective buyers at regional Northwest home show by engaging attendees with the ideabox experience and branded takeaway piece

Strategy

Produce special event piece with particular appeal to home show attendees; define ideabox brand voice, tone and key message points; incorporate verbal language with ideabox design vocabulary, including site photography, architectural renderings and graphics

Results

Increased inquiries for current and future home products and expanded interest for ideabox among industry and trade audiences

^ Tabloid format event takeaway piece printed on FSC certified opaque white stock