



Professional Builder  
Client: EMC Creative  
January 2009

### **Create Buzz! What Worked: Show The Media What You've Got**

Windemere — a 2,300-acre, 5,200-home master-planned community in San Ramon, Calif — has been open for about five years and had about 400 homes left to sell when its marketing firm, Danville, Calif.-based EMC Creative, rented a helicopter and took some Bay Area reporters up for a bird's eye view of the community.

No doubt the reporters were a buzz at the prospect of taking a breathtaking afternoon excursion, but it wasn't all spectacle. "This was the best perspective at which to view this community, for journalists to understand the scope and scale of the project," says Scott Tiernan, senior director of marketing communications at EMC.

The timing was right, because during this final phase of build out, most amenities — including a \$150 million dollar high school, four other schools, hundreds of acres of open space and more than 20 parks — were complete and primed for viewing.

Not only was a vivid picture planted in reporters' minds, it was reinforced by photography taken by a professional aerial photographer and provided to the media afterward to be published or broadcast at their respective outlets. "This has generated some very positive news coverage, with more to follow," says Tiernan. "Windemere's sales pace is impressive, especially in a market impacted by foreclosures, mortgage meltdowns and credit crunches."

50 oak court · suite 201  
danville · ca 94526  
t. 925.837.9380  
f. 925.838.2613

660 mission street · suite 440  
san francisco · ca 94105  
t. 415.354.9440

[emccreative.com](http://emccreative.com)