



Viceroy Residence Luxury Property Campaign Transported Guests to Owners

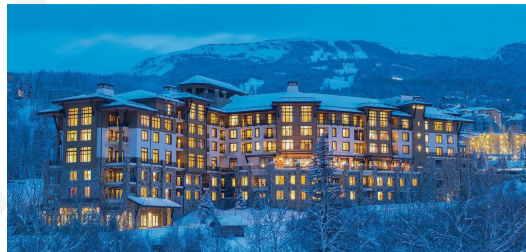
BEYOND INK



VICEROY
RESIDENCES
SNOWMASS

Background

Luxury resort brand Viceroy, in Snowmass, Colorado, assembled an in-house list of 100 premier guests that repeatedly and consistently stayed on property. They wished to announce the final residential release, and last opportunity to own, in the prestigious enclave.



**"BR delivered in every way.
The sale of our final luxury
units were a direct result of the
campaign."**



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Challenge

The campaign had multiple goals. In addition to securing interest, and ultimately purchase, in the remaining residences, Viceroy wished to show appreciation for the recipient's continued business and encourage additional spending during resort visits. The client sought creative, promotional and format ideas incorporating an already purchased, high-end Topo Designs backpack and falling within a \$5,000 budget.

Solution

Realizing the discerning audience would be more likely to respond to a package emblazoned with a logo they recognized, BR provided Viceroy with several custom ideas, each elevating the luxury brand:

- Unique box configurations, with brand enhancing creative designs
- Letter copy options on a variety of paper stocks
- Ecofriendly packaging filler choices
- Handwork and fulfillment
- Shipping options for domestic and international addresses

Viceroy chose to enclose the backpacks within a custom printed full coverage; one-color; 12.5 X 18.5 X 6 corrugated box. Each backpack was wrapped in biodegradable pearlescent metallic crinkle tissue paper, sealed with a 2.5 X 2.5 one-color label. An 8.5 X 11 letter, printed on two sides, was placed atop the backpack. The package was then nested within a shipping container, addressed, and mailed to each VIP on the list.

BR provided strategic consultation, creative design, copy writing, and project management talent in support of the campaign.

Results

The campaign resulted in 2 potential, and very interested, homebuyers, and today the property has sold every residential unit. Campaign development and execution came in under budget, with shipping costs billed as a pass-through line item.



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