

CASE STUDY

THE ORMSBY: BRAND & GO-TO-MARKET SYSTEM



CONTEXT

The Ormsby, a new Life Plan Community in Fort Mitchell, Kentucky, needed a complete brand identity and go-to-market system to carry it through pre-sales, priority deposits, and conversion, with no existing brand or marketing framework in place.

ACTION

As creative lead, I guided feedback and key decision-making across brand development and early marketing execution, extending the identity standards into full brand expression and applied templates across advertising, direct mail, email, stationery, sales collateral, and environmental touchpoints, including sales support materials, print and digital ad templates, welcome and reservation cards, direct mailers, email headers, and brochures.

RESULT

Delivered the Brand Guidelines and a supporting Marketing Plan as a unified framework that carried The Ormsby's go-to-market effort from pre-sales through conversion.