

CASE STUDY

ZAREMBA, BRUNSWICK TOWN CENTER

Community and Government Relations



Brunswick Town Center



Client Situation:

Create public relations exposure for Brunswick Town Center in Brunswick, OH as a destination for comfortable village living. To sell the idea a place where your best friend is your neighbor, where you can leave your car behind and meet neighbors for a cup of espresso at the neighborhood coffee shop, or watch children and grown ups alike enjoying an ice cream cone while taking in the natural beauty and sounds of a meticulously conserved lake. A number of government officials were critical of the development.

Tactics:

To promote Brunswick Town Center as four distinctive neighborhoods—two residential and two retail. Conduct publicity and marketing campaigns to generate home sales in this unique Zaremba neighborhood. Handle government relations as needed.

Results:

The creation of a brochure that promotes Brunswick Town Center has produced sales prior to the construction of a model home. Major publicity coverage appeared in The Plain Dealer, WKYC Channel 3, radio and weeklies. Our open house was described as the best in Zaremba history. Close positive relationships were developed with local government officials.

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