

PROJECT SPOTLIGHT

ROYAL OAK HOMES

BRANDING, COLLATERAL, & WEBSITE DEVELOPMENT



In 2011, William Orosz and his sons, along with other industry leaders, formed Royal Oak Homes to continue the tradition of providing quality homes and exceptional service to the Central Florida community. In 2014, Royal Oak Homes increased its market presence and financial strength by partnering with AV Homes in order to continue its rapid expansion in the Central Florida market.

A family-owned business with a long history in the community, and members of the Greater Orlando Builders Association, Royal Oak has homes in production in more than 15 communities throughout Central Florida.

Brand Development

The Royal Oak Homes roots in the building industry run deep with William S. Orosz, Sr., beginning his career in the real estate industry in the early 1900s. He became a successful real estate entrepreneur in Royal Oak, a small city outside of Detroit. At the age of 96, Mr. Orosz passed after celebrating his 75th wedding anniversary. It is in his honor that Royal Oak was named. Developing a logo that would have lasting appeal, yet carry the history of the brand, we chose an oak leaf to be a lasting symbol of the company.

Sales Collateral Development

Extensive consumer collateral was developed, including a myriad of designs and elevations to choose from—the Royal Oak line is extensive.

Web Development

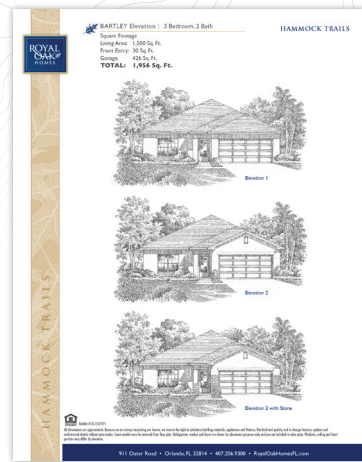
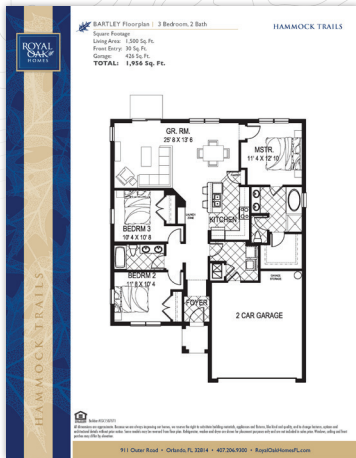
Focusing on user experience, lead funneling and data capture, the Royal Oak website was developed over a 20-week production timeline, resulting in the perfect voice and tone to represent the brand.

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|  | INDUSTRY HOME BUILDING |
|  | AUDIENCE HOMEBUYERS IN CENTRAL FLORIDA |
|  | CATEGORY/TACTICS BRAND DEVELOPMENT SALES COLLATERAL WEBSITE DEVELOPMENT POSITIONING CONVERSION FUNNEL STRATEGY |



Website

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Print Collateral