



Angel Ridge Landscaping: Real Estate

Living Blueprint was given the opportunity to work with one of Vancouver's best-kept secrets, Alan Kostiuk's Angel Ridge Landscaping, a company specializing in high-end landscape development for an exclusive clientele. Living Blueprint helped create a corporate identity and strategy that would further cement Kostiuk's presence in Vancouver's high-end landscaping marketplace. Living Blueprint created the brand image, logo, website, power point presentations, proposal templates, brochures, all office collateral, vehicle sticker wraps, and branded staff clothing.

The first phase of Living Blueprint's strategy was to take the emphasis off of Alan himself and place it onto the corporation. Living Blueprint accomplished this by splitting Angel Ridge into distinct entities: Create and Maintain, and corporate. Create was positioned towards architects, Maintain was positioned towards strata councils and Corporate was created to target corporate entities.

The key to the ongoing success of the new Angel Ridge company was the creation of a self-sufficient marketing strategy that they could implement and control themselves using the created materials. Packages were sent to every architectural firm within Angel Ridge's area of operation. Next, strata councils were approached on a person-to-person basis and presented with a Maintain package targeted directly to their needs.

Living Blueprint has been working with Angel Ridge since 2006. Since the beginning of that relationship, Angel Ridge have established their own office and warehouse, and also managed to double their staff and their income within a two-year period. Angel Ridge is improving its infrastructure to be better able to manage increasing levels of work due to the large amount of work that is now coming in.

SERVICES:
Advertising
Branding
Brand Management
Consulting
Digital Branding

Year:
2006-2011