



Averbach Mortgages: Financial Services

Living Blueprint's strategy with mortgage broker Michael Averbach was to create a brand that personified Vancouver. It had to exude a professional and successful image while simultaneously appearing young, energetic, and approachable. The second main objective was to make an "umbrella brand" that could expand to allow multiple mortgage brokers to work under Averbach Mortgages.

To create, build, and reinforce the Averbach Mortgages brand, Living Blueprint carefully crafted a website with a custom content management system and the creation of a regular email newsletter that provides subscribers with useful and insightful content.

An extensive SEO (search engine optimization) campaign was implemented to establish a strong online presence. The combination of the SEO and PR campaigns with Spark PR led to Michael being consulted on multiple occasions by media sources including the Vancouver Sun, The Globe & Mail, Canadian Business, and GlobInvestor.com. This media exposure further established Averbach Mortgages as a top player in the Vancouver mortgage market.

The real triumph of Living Blueprint's efforts was realized when the 2008-2009 economic downturn hit Vancouver's real estate industry and Michael Averbach's business thrived. The brand that Living Blueprint and Mike Averbach dedicated so much time to creating had become synonymous with success.

SERVICES:

Advertising
Branding
Brand Management
Consulting
Communications
Digital Branding

Year:

2006-2010