



Hubble Homes, a regional homebuilder looking to brand itself in the Utah market, asked Merrell Remington to help them accomplish two things. 1) to introduce themselves to prospective homebuyers, and 2) to promote their Unique Selling Proposition of offering production homes with flexibility options that characteristically weren't available in affordably-priced, non-custom homes. ■ Our "Framing" campaign uses newspaper and magazine ads, brochures, direct mail and billboards to address Hubble's brand and benefits in a unique, non-traditional way with a simple, strong message: Hubble offers the flexibility (*through a variety of FlexPlan Programs*) to allow buyers to include special features designed around their needs, "right from the start" – in simpler terms, the kinds of homes they can't wait to move into.

Opening new doors for Hubble Homes