



ARTICULON

CASE STUDY

2024 TRIANGLE PARADE OF HOMES

**Bringing
North Carolina's
Largest Open House
back to life.**



COME TO LOOK
LEAVE INSPIRED

A PLAN FOR MULTI-CHANNEL SUCCESS

Articulon celebrated its ninth year of partnership with the **Triangle Parade of Homes** in 2024, a significant milestone as it brought all marketing efforts back under one roof for the first time since COVID-19. For a few years, different aspects of the campaign had been divided among multiple entities, which often resulted in a lack of cohesion. This year, our integrated approach allowed us to fully reinvigorate the campaign, leveraging our expertise in advertising, digital strategy, creative development, and earned media execution.

The campaign, themed "**Come to Look. Leave Inspired,**" aimed to elevate awareness and participation in this premier event showcasing the best in new home construction. Despite facing challenges throughout the campaign, including the 2024 election with NC playing a pivotal role as a battleground state, and the catastrophic events of Hurricane Helene, we achieved impressive results. We successfully highlighted the Parade's unique offerings and reaffirmed its status as a staple in the community. This case study explores the strategies employed and the outcomes achieved, underscoring Articulon's commitment to delivering impactful marketing solutions for long-term partners like the Home Builders of Raleigh-Wake and the Home Builders of Durham, Orange and Chatham Counties.

Our Approach - A 360° Marketing Strategy



Optimize Advertising Buy/Paid Media

Get the most out of TV, Radio, Digital & Paid Social ads. Emphasize local news programming and streaming video. Use a mix of 30s, 15s and 10s



Deliver a Heavy Online Digital Presence

- Use Optimized OTT and live streaming for maximum performance.
- Emails from trusted sources.
- Digital display ads



Maximize Earned Media Exposure

Leverage public relations and earned editorial coverage. Local stories of builder homes Interviews with builders and HBA leadership



Streamline Commercial & Creative Production

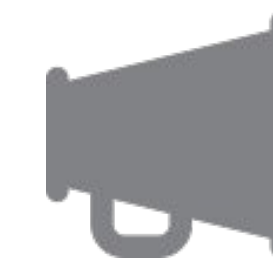
Create brand look and feel for creative brand..

Create and produce informative TV and radio ads with scripts and on-air talent



Own Content and Social Media Add Influencer Mkt

Create compelling content strategy and with social media posting on each respective channel



Publicize Partnerships

- Promote sponsors
- Leverage partner agreements maximize reach as necessary to promote shareability

SUCCESSFULLY FACING CHALLENGES



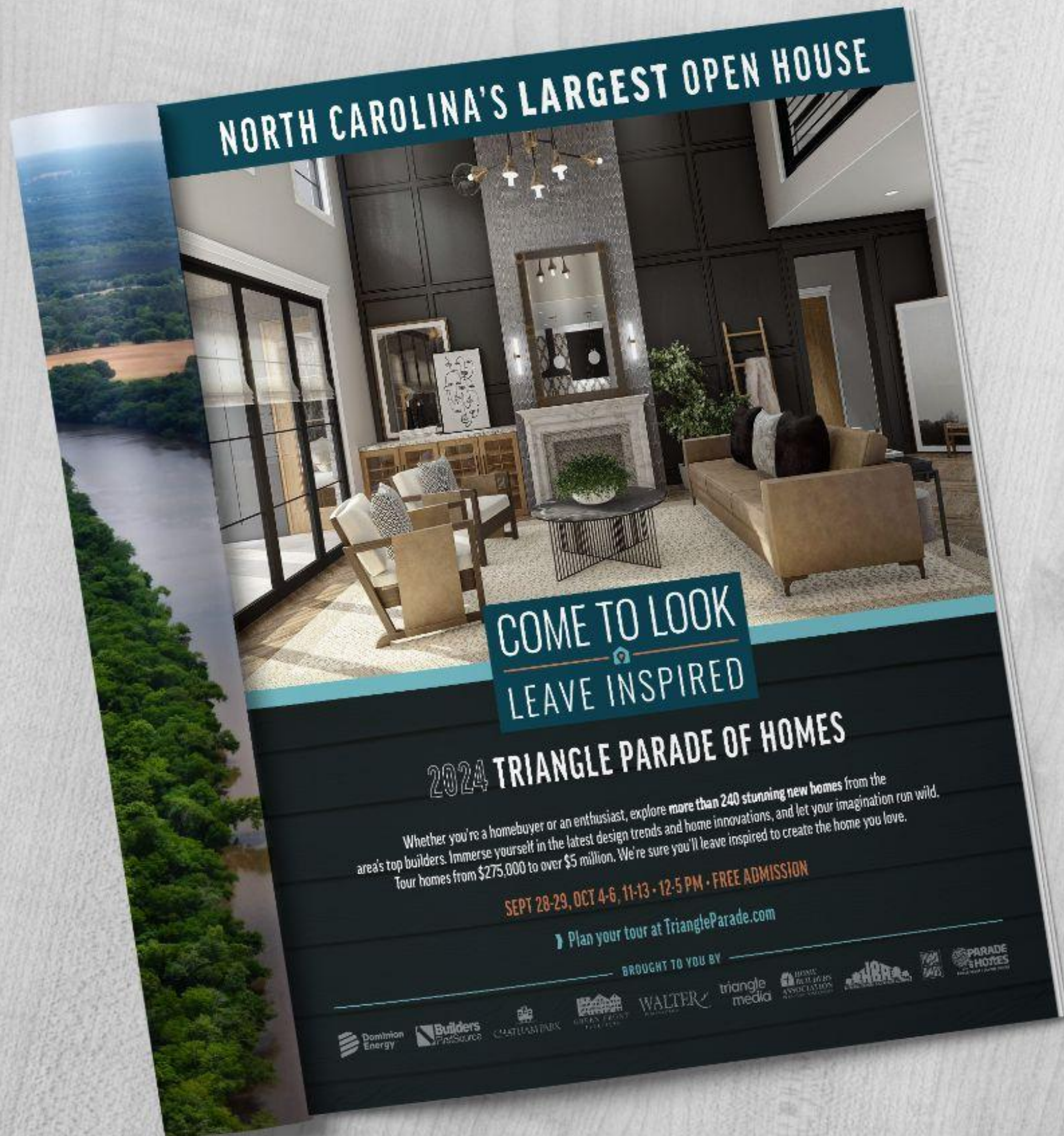
Hurricane Helene

When Hurricane Helene hit the first weekend of the event, Articulon quickly incorporated an additional strategy to address the devastation in Western North Carolina. We promoted relief efforts by highlighting donation opportunities through Home Builders Associations at tour homes and online. At the same time, we carefully adjusted event promotion, media outreach, and messaging tone to ensure our campaign remained sensitive, relevant, and impactful during a challenging time for the state.



Election '24 Season

Amid a crowded election season, Articulon successfully navigated heightened media competition through strategic media negotiations and creative planning. In our earned media strategy, we had to navigate national and statewide political candidate appearance in the largest DMA in our state, RDF. Our innovative approaches ensured significant traction and visibility even in a highly saturated media landscape.




CREATIVE & STRATEGIC APPROACH

The creative strategy for the 2024 Triangle Parade of Homes focused on establishing a distinct and inviting visual identity that resonated across all media. We developed a whimsical and approachable tagline lockup that conveyed warmth and fun, while standardizing the Triangle Parade branding for cohesive presentation. Drawing inspiration from autumn 2024 paint trends by Benjamin Moore and Sherwin Williams, we crafted a Boho-inspired color palette that blended deep tones with muted highlights.

Modern narrow fonts were utilized to maximize space in tight ads and social posts without compromising imagery. The campaign featured a captivating mix of stunning interior and exterior shots of top builder Parade homes, complemented by lifestyle stock images and AI-generated visuals. We leveraged AI technology for voiceovers, music, and video cues, ensuring efficient production within budget constraints. Additionally, new ad formats, including everyday interview-style social media reels, were introduced to enhance engagement. This consistent creative direction across all touchpoints ensured that our messaging resonated with audiences while maintaining strong brand recognition.

CREATIVE LOOK & FEEL

NORTH CAROLINA'S LARGEST OPEN HOUSE



**COME TO LOOK
LEAVE INSPIRED**


2024 TRIANGLE PARADE OF HOMES

Whether you're a homebuyer or an enthusiast, explore **more than 240 stunning new homes** from the area's top builders. Immerse yourself in the latest design trends and home innovations, and let your imagination run wild. Tour homes from \$275,000 to over \$5 million. We're sure you'll leave inspired to create the home you love.

SEPT 28-29, OCT 4-6, 11-13 • 12-5 PM • FREE ADMISSION

► [Plan your tour at TriangleParade.com](https://www.triangleparade.com)

BROUGHT TO YOU BY



SEE ALL THE LATEST LOOKS



**COME TO LOOK
LEAVE INSPIRED**

2024 TRIANGLE PARADE OF HOMES

PLAN YOUR TOUR



2024 TRIANGLE PARADE OF HOMES

NORTH CAROLINA'S LARGEST OPEN HOUSE STARTS ON SEPTEMBER 28!



**COME TO LOOK
LEAVE INSPIRED**

2024 TRIANGLE PARADE OF HOMES

NORTH CAROLINA'S LARGEST OPEN HOUSE IS COMING!

SEPT 28-29, OCT 4-6, 11-13 • 12-5 PM • FREE ADMISSION



**COME TO LOOK
LEAVE INSPIRED**

**3
DAYS UNTIL**

NORTH CAROLINA'S LARGEST OPEN HOUSE

2024 TRIANGLE PARADE OF HOMES

SEPT 28-29, OCT 4-6, 11-13 • 12-5 PM • FREE ADMISSION

FINAL WEEKEND!

**COME TO LOOK
LEAVE INSPIRED**

2024 TRIANGLE PARADE OF HOMES

NORTH CAROLINA'S LARGEST OPEN HOUSE

243 HOMES • 100 BUILDERS • FREE ADMISSION • PLAN YOUR TOUR ►

NORTH CAROLINA'S LARGEST OPEN HOUSE



**COME TO LOOK
LEAVE INSPIRED**

2024 TRIANGLE PARADE OF HOMES

FINAL WEEKEND!

**OCT 11-13
12-5 PM**

PLAN YOUR TOUR NOW ►

Triangle Parade 30-Second Spot



<https://youtu.be/1hA8otPwk9k>

Triangle Parade Social Creative

TOUR YOUR DREAM HOME

COME TO LOOK
LEAVE INSPIRED

2024 TRIANGLE
PARADE OF HOMES

**HOMES FROM
COZY TO CHIC**

2024 TRIANGLE
PARADE OF HOMES

NORTH CAROLINA'S LARGEST OPEN HOUSE
STARTS ON **SEPTEMBER 28!**

COMING SOON!

COME TO LOOK
LEAVE INSPIRED

243
HOMES

165
COMMUNITIES

100
BUILDERS

2024 TRIANGLE
PARADE OF HOMES

**HELP YOURSELF
TO STYLE**

2024 TRIANGLE
PARADE OF HOMES

NORTH CAROLINA'S LARGEST OPEN HOUSE
STARTS ON **SEPTEMBER 28!**

SAVE THE DATE

2024 TRIANGLE
PARADE OF HOMES

NORTH CAROLINA'S LARGEST OPEN HOUSE
STARTS ON **SEPTEMBER 28!**

**INSPIRATION
EVERYWHERE!**

243 HOMES

165 COMMUNITIES

8 COUNTIES

COME TO LOOK
LEAVE INSPIRED

2024 TRIANGLE
PARADE OF HOMES

**COME TO LOOK
LEAVE INSPIRED**

2024 TRIANGLE PARADE OF HOMES

NORTH CAROLINA'S **LARGEST** OPEN HOUSE IS COMING!

SEPT 28-29, OCT 4-6, 11-13 • 12-5 PM • FREE ADMISSION

**GET READY TO
SOAK
IN IDEAS**

COME TO LOOK
LEAVE INSPIRED

TOURS START ON
SEPTEMBER 28!

2024 TRIANGLE
PARADE OF HOMES

Triangle Parade Social Creative



Triangle Parade Social Creative

PLAN YOUR TOUR

2024 TRIANGLE PARADE OF HOMES | NORTH CAROLINA'S LARGEST OPEN HOUSE STARTS ON SEPTEMBER 28!

HOME OFFICES FROM CUTE TO COOL

2024 TRIANGLE PARADE OF HOMES | NORTH CAROLINA'S LARGEST OPEN HOUSE STARTS THIS WEEKEND!

MILES OF STYLE

COME TO LOOK LEAVE INSPIRED | **2024 TRIANGLE PARADE OF HOMES**

INTERIOR INSPIRATION FROM TRENDY TO TIMELESS

2024 TRIANGLE PARADE OF HOMES | NORTH CAROLINA'S LARGEST OPEN HOUSE STARTS THIS WEEKEND!

THIS WEEKEND!

COME TO LOOK LEAVE INSPIRED

243 HOMES
165 COMMUNITIES
100 BUILDERS

2024 TRIANGLE PARADE OF HOMES

COME TO LOOK LEAVE INSPIRED

2024 TRIANGLE PARADE OF HOMES
THIS WEEKEND!! • 12-5 PM • FREE ADMISSION

TODAY'S TOP TRENDS ON TOUR

COME TO LOOK LEAVE INSPIRED

TOURS START THIS WEEKEND!

2024 TRIANGLE PARADE OF HOMES

SEE ALL THE LATEST LOOKS

COME TO LOOK LEAVE INSPIRED | **2024 TRIANGLE PARADE OF HOMES**

ADD SOME BLING TO YOUR BATH

COME TO LOOK LEAVE INSPIRED

TOURS START THIS WEEKEND!

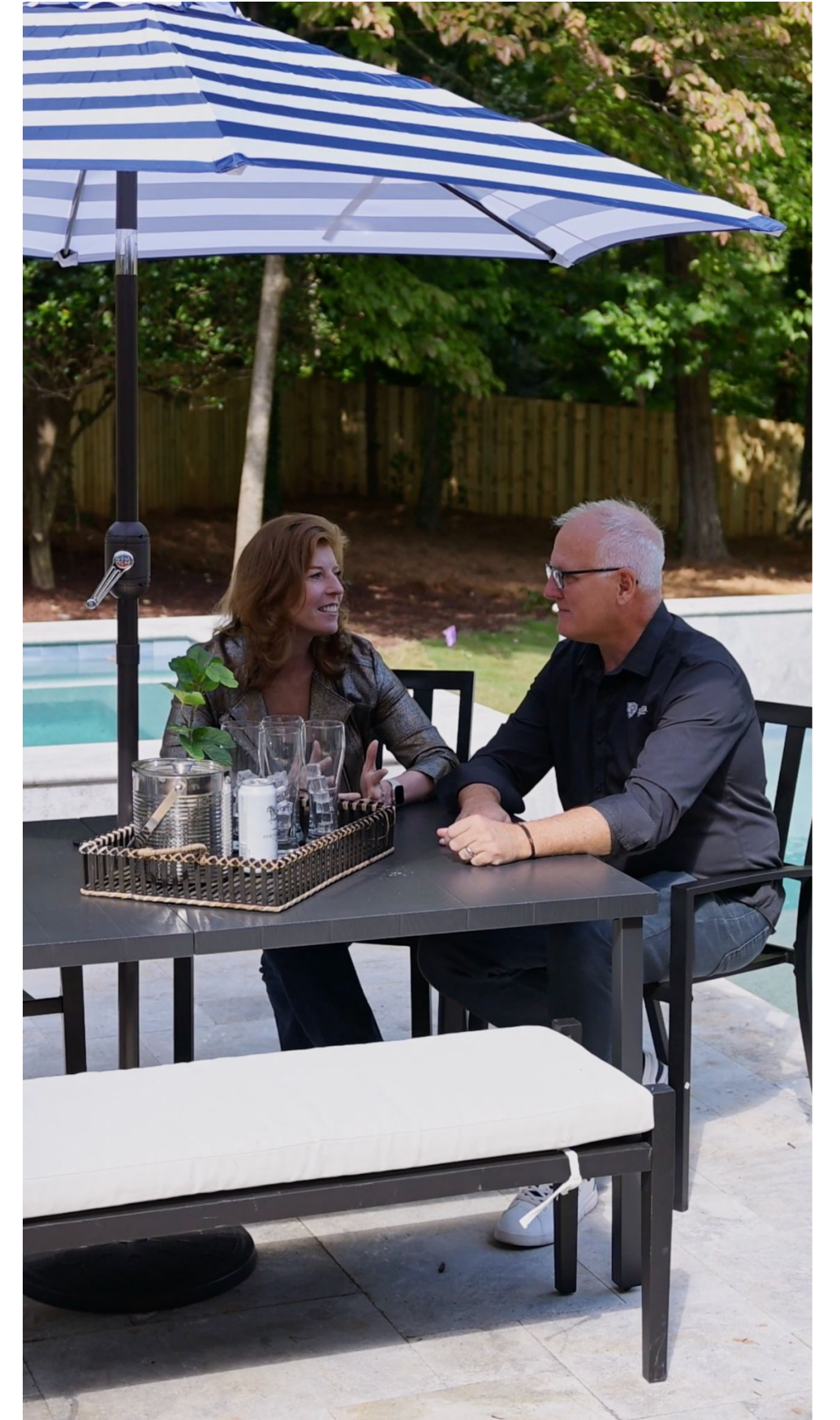
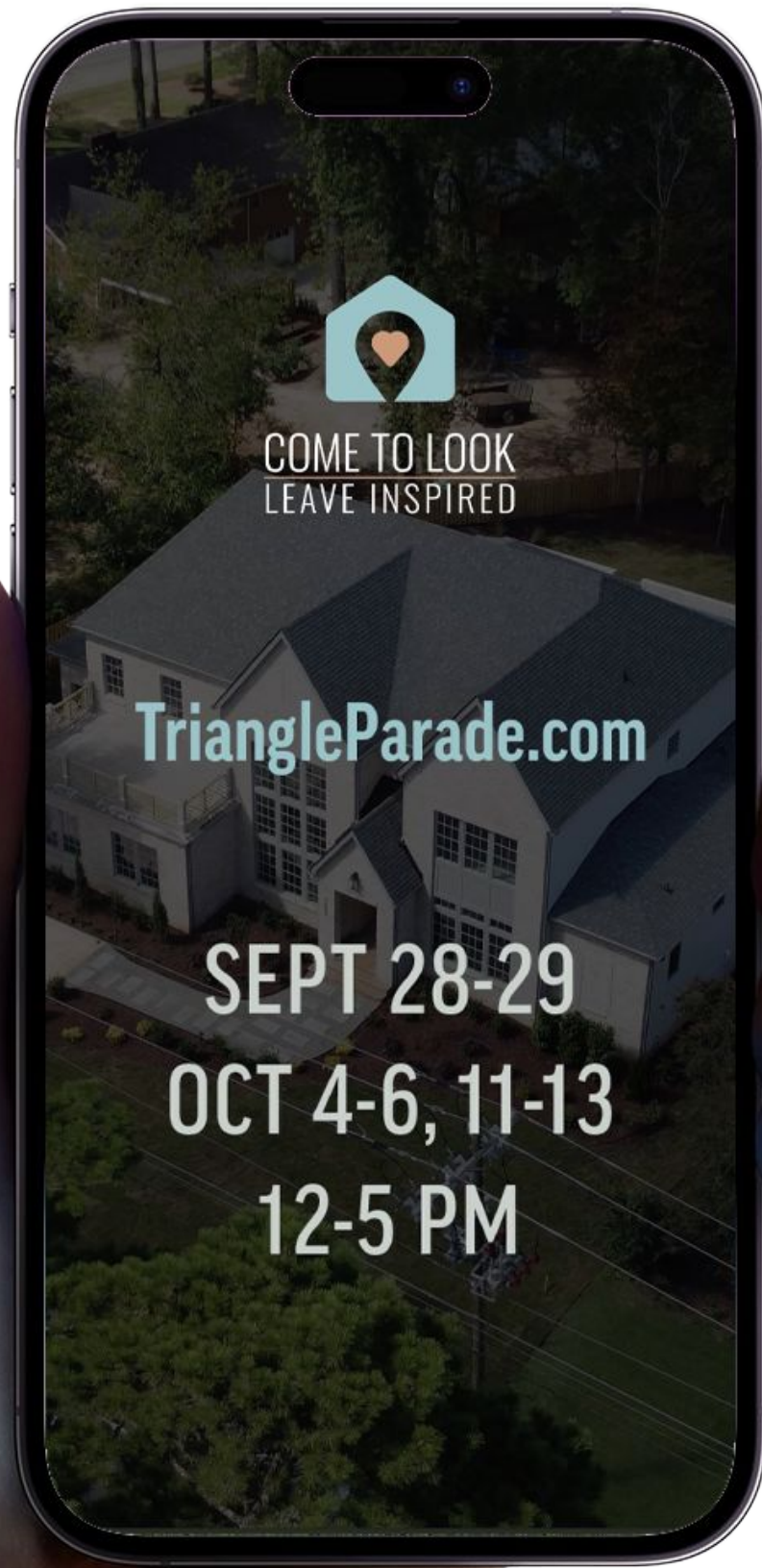
2024 TRIANGLE PARADE OF HOMES

MORE TO ADORE!

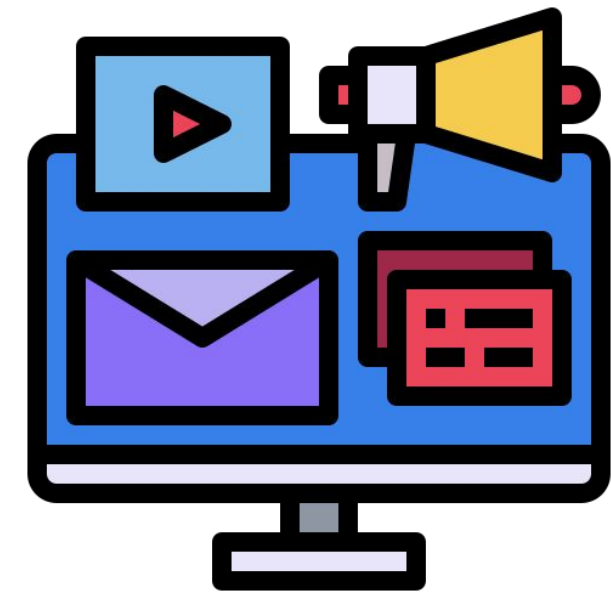
243 HOMES | **165** COMMUNITIES | **100** BUILDERS

COME TO LOOK LEAVE INSPIRED | **2024 TRIANGLE PARADE OF HOMES**

Triangle Parade Reels

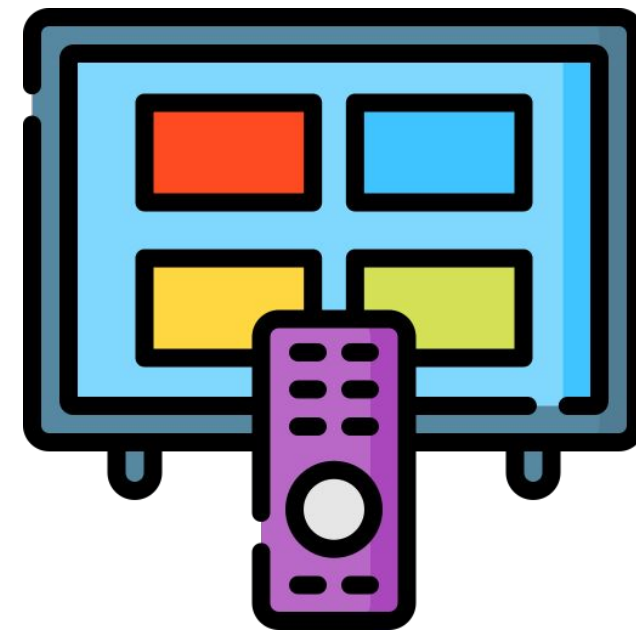


PAID MEDIA SUCCESS!



LIVESTREAM

Both the display ads and livestream exceeded industry benchmarks for performance.



OTT & DISPLAY BANNERS

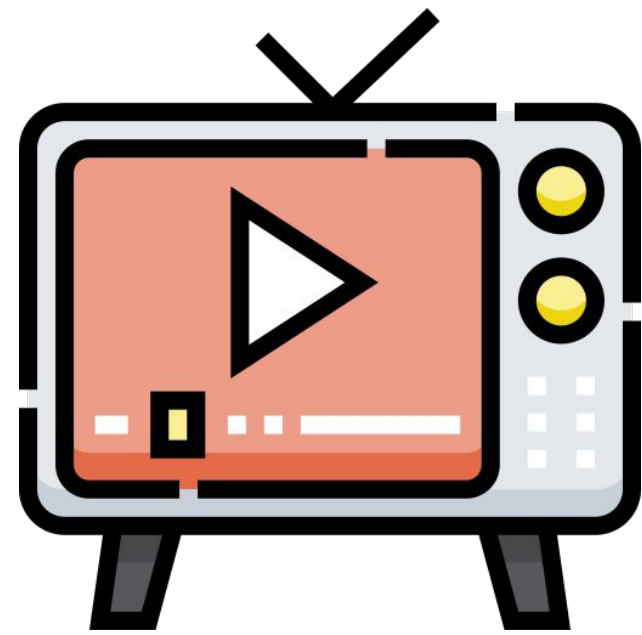
Targeted individuals went to the event's website after seeing the commercial.



SPOTIFY STREAMING

High engagement from target audience of women ages 45+

EARNED MEDIA SUCCESS!



TELEVISION

Secured stories on all networks with a total Audience of over 440,000 and a publicity value over \$50,000



PRINT

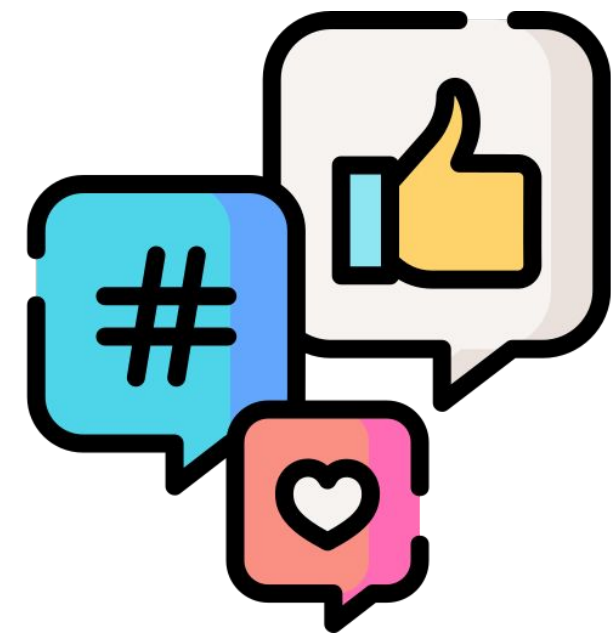
Picked up by print outlets such as Triangle Business Journal, News and Observer, Raleigh Today and more



RADIO

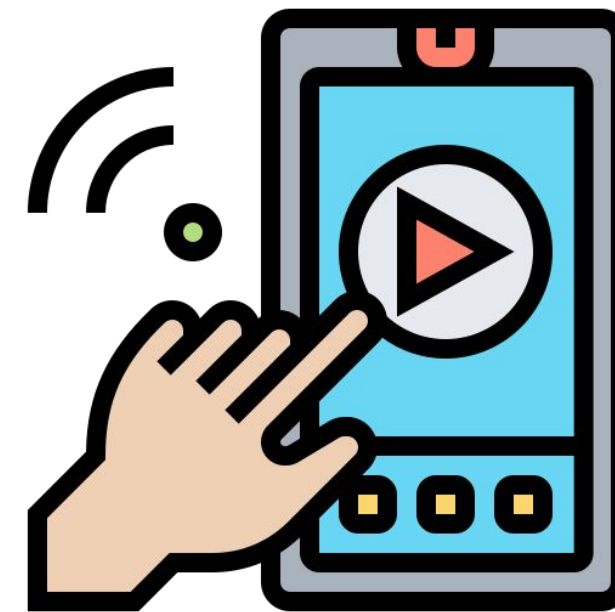
Story covered by on-air personality on Mix 101.5 - most popular station for target audience

SOCIAL MEDIA SUCCESS!



ENGAGEMENT

Grew social media with a combined 33% across social channels



REELS & VIDEO

Launched reels for the first time in 2024 and saw engagements rise leading to channel growth.



INFLUENCER

Influencer campaign reached over 57k with over 1,300 link clicks

Thanks again for making 2024 Triangle Parade of Homes a huge success! Also a huge THANK YOU for making the entire experience enjoyable and less stressful.

Jill S. Weaver

Director of Communications



A PARTNERSHIP FOR MARKETING SUCCESS

Articulon is proud to have played a pivotal role in the success of the 2024 Triangle Parade of Homes. Our bold and effective strategies, combined with compelling storytelling, not only elevated the event's visibility but also fostered community engagement and support. The innovative approaches we implemented showcased the craftsmanship of local builders while inspiring visitors to explore their dream homes.

We look forward to bringing this same level of creativity and dedication to your next project, ensuring impactful results that resonate with your audience. Let us help you tell your story and achieve your marketing goals.





NEVER STOP
COMMUNICATING



ARTICULON

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