



Client

Santa Luz, a planned development community in San Diego

Situation

Santa Luz (six developers in total) was looking for a nice gift for guests who attended an event to view the model homes.

Solution

We recommended a series of six coasterstones with each one depicting the individual developers model. Santa Luz had commissioned an artist to create paintings of the model homes and these images were used on the coasterstones resulting a stunning and useful gift. Each time the guests viewed a different model home, they received a coasterstone with that specific model homes' image on it.

Results

The finished product was a gift with a high -perceived value. Attendees received a beautiful set of 100% sandstone coasters to be used in their new homes. They were so popular that Santa Luz ran out of them before the event was finished!



CASE HISTORY