

Client Background and Objectives

The Waterfront at Lake Harbor is a commercial complex that has become a fixture in the Lake Harbor area over the last 20 years. It is one of the few areas in Boise that sits right on a lake for beautiful natural surroundings.

The goal is to update the current property and then fill it to maximum capacity with tenants.

In order to revive the current property and establish a strong presence in the Treasure Valley, objectives include:

1. Create a positioning statement that identifies what makes The Waterfront unique and compelling in the marketplace.
2. Create "silver bullet" messages that will accelerate understanding, market acceptance, and brand building.
3. Research and determine the specific sectors of the market that will provide the best opportunities for growth.
4. Identify and establish strategic partnerships that will accelerate market penetration
5. Review company messages, logo, and identity to match target markets.
6. Recommend and deliver grassroots marketing tactics to spread the word in a credible and meaningful way.

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