



CASE STUDY: CAPSTONE BUILDING COMPANY

Capstone Building Corp. is that rare builder in the multi-family building industry that offers a consistent level of professionalism in everything they do. Their building approach is strongly based on their Policies And Procedures Book. That said, their "book" isn't everything. Rather, it's what they use to keep focused on the proverbial bigger picture. Which includes, above all, 1) keeping their promises, and 2) maintaining close working relationships with their clients.

At the same time, Capstone Building's personality and style is very much a reflection of the man in the corner office, and there are two things you can say for sure about Jay Chapman: He never leaves a detail unattended, and he never allows a problem to go unaddressed.

Below are the first two deliverables Hare Communications developed for Capstone's re-branding campaign. Attached (in all likelihood) is the three-part Print Ad campaign we developed around the messaging-strategy foundation we built with their brandline and website.

BRANDLINE:



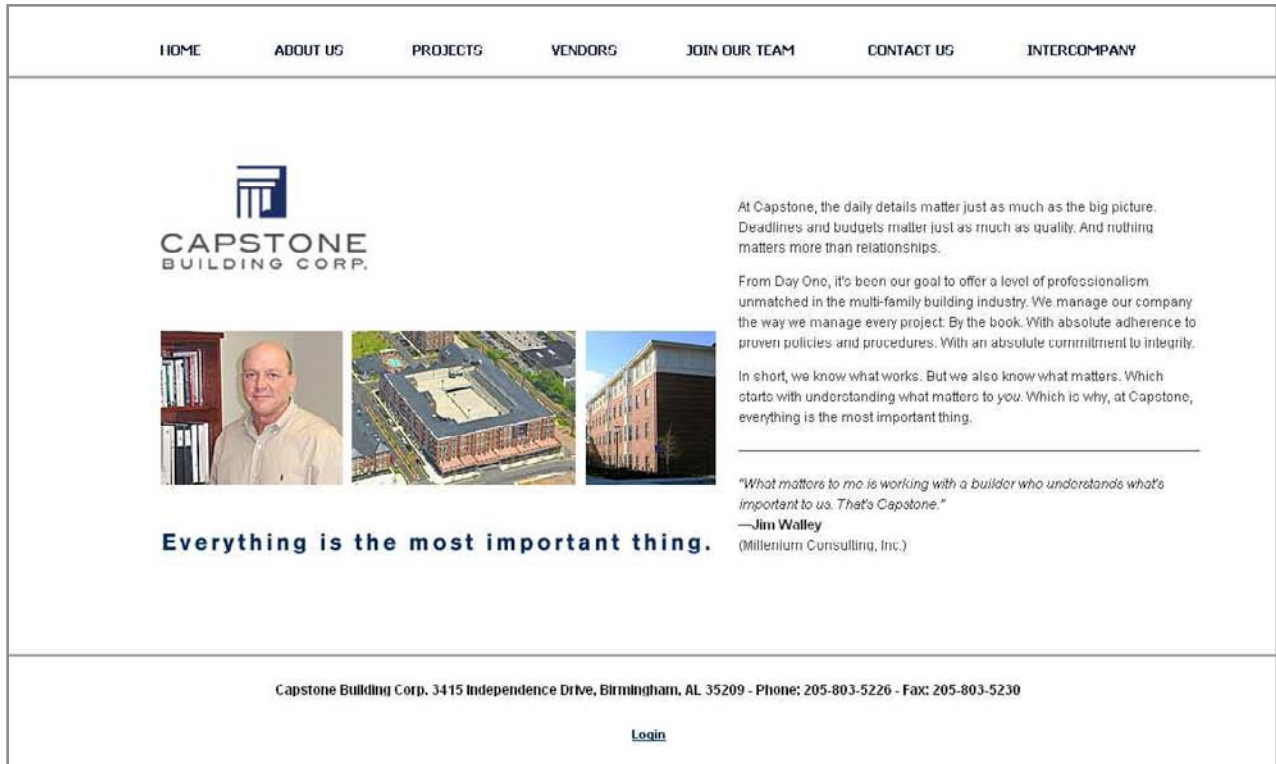
CAPSTONE
BUILDING CORP.

Everything is the most important thing.



WEBSITE

Once we established Capstone's brandline and messaging strategy, we developed a clean, orderly website design that strongly reflected their "a place for everything" sensibility.



INTRO COPY:

At Capstone, the daily details matter just as much as the big picture. Deadlines and budgets matter just as much as quality. And nothing matters more than relationships.

From Day One, it's been our goal to offer a level of professionalism unmatched in the multi-family building industry. We manage our company the way we manage every project: By the book. With absolute adherence to proven policies and procedures. With an absolute commitment to integrity.

In short, we know what works. But we also know what matters. Which starts with understanding what matters to you. Which is why, at Capstone, everything is the most important thing.