



IDENTITIES  
ADVERTISING

**Q:** How does Identities Advertising make a home designers catalog showcasing their home designs and pertinent specifications unique in the crowd of competitors where the same type of products already exist?

**A:** Make the pages move like no one has ever done before with a product that offers exceptional innovative difference from the competitors products.

JL Home Designs approached Identities Advertising with the challenge of creating a unique home design catalog containing their home designs. JL wanted a product that would stand out and yell “buy me” in the overcrowded assortment of home design catalog choices consumers had.

Research showed this type of catalog was a dime a dozen and the competition was fierce. Identities interviewed owners of homes being built, walked through home building sites and talked with builders. Identities creative personnel placed themselves in the shoes of the consumer and explored through the competitors catalogs. We realized no matter what catalog we viewed and what illustrated architectural renderings were shown, we always had to wonder what the house design would look like from another angle that was not being shown in the 2-Dimensional drawings. Suddenly the creative development took a turn that would make the JL Home Designs product an innovative leader in the home design catalog industry.

Identities designed a catalog with all the various homes available by JL Home Designs BUT, with this catalog came an attached VHS tape that would contain a live animation of every home in the catalog. Each home design in the catalog had a VHS tape counter number assigned and if the consumer would forward the tape to that counter number, they would find their home of interest in a 3-Dimensional, full color, animation. Now the consumer has the ability to see any angle of the home in full color and detail.

During the production stage of the new catalog design, Identities assisted JL Home Designs in presenting the new catalog concept in a meeting with a VP Of Merchandising at the corporate offices of Lowes Companies. Lowes was captivated by the design and the new innovative concept. Lowes not only agreed to carry the product but asked if they could be the exclusive retailer of the product.

The catalog product was created exclusively for Lowes stores and was accompanied by point-of-purchase displays.

