

# CLIENT CASE STUDIES

## Cinnamon Shore - Port Aransas, TX

*A unified brand and integrated marketing strategy enhances the guest and user experience across print and digital channels .*

OLD LOGO



REVISED LOGO AND COLOR PALETTE



CINNAMON CORAL

PANTONE 1635 C  
CMYK: 0 51 55 0  
RGB: 255 141 109  
HEX: FF8D6D



DEEP BLUE SEA

PANTONE 7545 C  
CMYK: 58 32 18 54  
RGB: 66 85 99  
HEX: 425563



SEAGLASS

PANTONE 573 C  
CMYK: 20 0 14 0  
RGB: 181 227 216  
HEX: B5E3D8



SUNBLEACHED LINEN

PANTONE 9224 C  
CMYK: 3 7 13 0  
RGB: 242 233 219  
HEX: F2E9DB

CINNAMON SHORE, a 200-home beachfront vacation rental community in Port Aransas, Texas, has grown steadily over the past 11 years. With a \$1.3 billion dollar expansion on the horizon, and further developments to the core community, Cinnamon Shore needed to ground itself with a unified brand, voice, and customer service experience.

Our initial analysis of Cinnamon Shore revealed a lot of potential to unify the brand experience. Understanding the immediate needs of the client and the opportunity to impact the upcoming sales cycle of the vacation rental industry, we organized a four-day brand workshop customized to the client's priorities.

In the workshop, our full team arranged interviews with key staff members, audits of all current collateral (social channels, marketing outreach, email campaigns, website content etc.), along with a review of the client's current sales metrics and goals. This was an opportunity for our team to immerse ourselves around the brand and empathize with their consumer. The agenda was formatted to allow our creative directors and designers to work alongside the client to develop a marketing strategy, new brand marks, and a conversion-optimized website wireframe.

Our role as strategic creative partners allowed us to build a comprehensive marketing plan that has guided the development of a full suite of guest touchpoints and sales collateral.

This exercise is critical to any large-scale branding effort, and the investment fosters the development of essential viewpoints that allow the entire marketing team to work more effectively and efficiently.

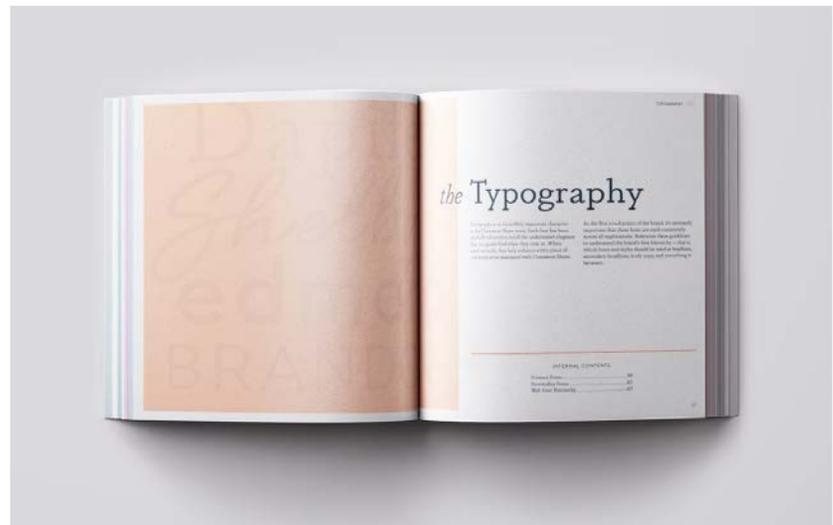
Following our rounds of interviews and analysis, we collaborated with the client to develop a narrative around the brand's pillars. These elements guided our development of the logo, website, and brand voice that will serve Cinnamon Shore guests as it enters its expansion and beyond. Our role as strategic creative partners allowed us to build a comprehensive marketing plan that has guided the development of a full suite of guest touchpoints and sales collateral, including on-site signage, content development, and their ongoing digital marketing efforts.

# Cinnamon Shore - Port Aransas, TX

MARKETING STRATEGY • PHOTO/VIDEO PRODUCTION • GOOGLE ADS • FACEBOOK ADS •  
INSTAGRAM ADS • EMAIL NEWSLETTER • SOCIAL MEDIA • COPYWRITING • GRAPHIC DESIGN



Cinnamon Shore Brand Book



## THE LOGO

As the main icon associated with the brand, we felt that the umbrella should continue to exist as the recognizable mark that guests and homeowners would attach to and own. Our refreshed version minimizes white space between the canopy and the stem, and features more rounded corners so that it plays well with the softer letter forms of the logo's new typeface, Dapifer.

The chosen typeface was further customized with a curved "R" that reflects the wave of the ocean, while also speaking to the brand's value of understated elegance.

Color was an important element that needed to be modified in the Cinnamon Shore branding. We transitioned the brand's original color from a deep, burnt orange to Cinnamon Coral, to soften the brand

and reflect the warm tones of a Port Aransas sunset. New brand colors Deep Blue Sea, Seaglass and Sunbleached Linen complete the core palette and are reminiscent of the beachfront environment.

## BRAND BOOK

The elements that define the core of Cinnamon Shore are documented in an 80-page brand book that we designed and developed for all staff members, vendors, and agency partners to reference for any need. After the initial bootcamp, our agency continues to serve as an extension of their marketing team, and our creative directors continue to advise and consult with the management team to help with branding of future developments and facilities, ongoing event and experience collateral and to uncover the marketing opportunities through them.

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## GULF-FRONT HOMES

The Gulf-front homes at Cinnamon Shore South will combine the timeless architecture and classic beach styles that give our original community such character: gabled roof lines, generous porches and decks, and details that are part of a unified community plan. This landmark row of residences will define our newest seaside village and stand stalwart and strong behind the dunes.

*Event Signage Design for Cinnamon Shore South by Left Right Media*

## MARKETING STRATEGY

In the development of Cinnamon Shore's marketing plan, we allocated budget for digital advertising in the form of Google Ads, Facebook Ads, and Instagram Ads. These advertising channels provide great value when connected to a strong email and content strategy.

For the Google Ads, a set of specific keywords (for vacation rentals and real estate) were selected based on total search volume and market reach. A sample of the targeted PPC ads that also utilized search retargeting are shown on the following pages.

For Facebook and Instagram Ads, we utilized a mix of native and video campaigns utilizing geo-targeting around Austin, Houston, San Antonio, and Dallas (all popular regions that visit Cinnamon Shore).

As managers of Cinnamon Shore's content, email and social media, we were able to seamlessly develop ad messaging and campaigns

Cinnamon Shore has seen a 37% increase in total rental income (YTD) compared to the previous year.

across the end-to-end user experience (from social media or an email newsletter, to the website landing page or blog content, to the in-person visit at the resort and its events).

## RESULTS

Our digital advertising campaigns, implemented in tandem with engaging social media and blog content, have increased brand awareness and attracted new customers for Cinnamon Shore – which has increased website visitors and driven vacation rental reservations.

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Campaign / Campaign ID	Acquisition					Behavior		Conversions <input type="text" value="All Goals"/>	
	Clicks	Cost	CPC	Users	Sessions	Bounce Rate	Pages / Session	Goal Conversion Rate	Goal Completions
	<b>29,605</b> % of Total: 100.00% (29,605)	<b>\$62,338.00</b> % of Total: 100.00% (\$62,338.00)	<b>\$2.11</b> Avg for View: \$2.11 (0.00%)	<b>22,441</b> % of Total: 18.45% (121,661)	<b>34,158</b> % of Total: 15.58% (219,269)	<b>49.43%</b> Avg for View: 44.23% (11.76%)	<b>3.98</b> Avg for View: 4.92 (-19.02%)	<b>10.93%</b> Avg for View: 13.04% (-16.20%)	<b>3,733</b> % of Total: 13.06% (28,594)
1. <a href="#">Vacation Search</a> 1066485340	<b>16,979</b> (57.35%)	\$43,763.68 (70.20%)	\$2.58	13,673 (59.86%)	18,642 (54.58%)	41.27%	4.40	13.00%	2,424 (64.93%)
2. <a href="#">Remarketing</a> 1368349120	<b>6,109</b> (20.64%)	\$4,255.45 (6.83%)	\$0.70	3,750 (16.42%)	6,668 (19.52%)	82.62%	1.59	0.96%	64 (1.71%)
3. <a href="#">Branded</a> 1066213383	<b>5,175</b> (17.48%)	\$12,861.69 (20.63%)	\$2.49	4,360 (19.09%)	7,560 (22.13%)	33.77%	5.51	16.30%	1,232 (33.00%)
4. <a href="#">Brand Exposure</a> 1370469519	<b>1,342</b> (4.53%)	\$1,457.18 (2.34%)	\$1.09	1,046 (4.58%)	1,274 (3.73%)	87.99%	1.32	0.94%	12 (0.32%)
5. (not set)	<b>0</b> (0.00%)	\$0.00 (0.00%)	\$0.00	11 (0.05%)	14 (0.04%)	64.29%	2.50	7.14%	1 (0.03%)

## Google Ads results (2018 YTD)

Cinnamon Shore has seen a 37% increase in total rental income (YTD) compared to the previous year - with 68% of booked rental income tracking directly through web marketing efforts.

This means a total investment of \$62,338 in Google Ad placements (as shown in chart above) has contributed to over \$956,000 in revenue (YTD). We also achieved CPC and Goal Conversion rates that exceeded the industry standard.

Phone calls generating from Google Ads showed an increase of 224% during the summer season and metrics showed the Ads were effective in generating consistent calls based off the keyword targets.

Our email results also showed great results, and attributed to the success. For 2018, email traffic improved 52% over the previous year, and saw consistent direct phone and web bookings reservations. Low bounce rates, also showed that email visitors weren't just clicking, but spending time on the site and viewing multiple pages.

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Combined, these compelling results show the strength of integrated marketing campaigns that blend strong visual design with technology. It is why our firm has in-house expertise in web development and content production, and why we believe in working as a collaborative extension to our client's staff.

# Cinnamon Shore - Port Aransas, TX

CLIENT CONTACT: Jeff Lamkin, 678-463-8300, jeff@seaoatsgroup.com  
30-40 employees, 2017-present, \$10,000/month agency retainer



Google Ads banners for Cinnamon Shore Vacation Rentals and Real Estate

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 Cinnamon Shore Realty

Visit us often, then visit us always.

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PORT ARANSAS, TX



 Cinnamon Shore

Redefining the Texas Coast

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Texas' Top Beach Destination for Families

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PORT ARANSAS, TX



 Cinnamon Shore

We Have a Chair With Your Name On It.

[PLAN YOUR GETAWAY ▶](#)  
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*Photo Opportunities and Event Signage at the Grand Unveiling Event for Cinnamon Shore South*