



## CASE STUDY

### **Sunset San Francisco Idea House – One of the World’s 12 Greenest Homes**

#### SITUATION

Robin Wilson, President and General Contractor of Meridian Builder & Developers, a San Francisco-based construction company, contacted Block Consulting to help her plan and launch a direct mail campaign. Robin wanted to generate qualified business leads. After reviewing her work, Patty Block recognized the organization’s extraordinary design-and-build talents.

#### ACTIVITIES

Instead of settling on direct mail lead generation tactics, Patty proposed a much broader and bolder strategy to strengthen the company’s brand and increase sales – i.e., she pitched Meridian’s talents to *Sunset* Magazine, an iconic publication about “Living in the West” (circulation >1M).

Every year *Sunset* constructs one or more Idea Houses to showcase the latest in home design, furnishings, efficient and low-cost materials, and energy and space-saving new home and remodel ideas. After touring the Menlo Park Idea House, Patty asked a *Sunset* marketing rep for her business card and researched the publication’s decision-makers.

While competing with dozens of multi-billion dollar builders that typically partner with *Sunset* (Turner, McGraw, Webcor, etc.), our competitive re-branding and positioning activities – including presentation of Robin’s exceptional portfolio to *Sunset*’s editorial team – resulted in Patty securing a \$2 million joint venture for Meridian with the publication.

#### RESULTS

- *Sunset* selected Meridian for [\\$2 million joint venture](#) to build *Sunset*’s first urban and magazine re-launching San Francisco Idea House – ranked one of the world’s 12 greenest homes
- Secured >\$750M in-kind or at cost donations from industry material and service suppliers
- Achieved broad exposure and significant complimentary PR for Meridian:
  - Two *Sunset* [cover stories](#)
  - Thousands of Idea House visitors over 10 weeks of house tours
  - “[Living Green!](#)” on Ch. 7 KGO’s *View from the Bay*
  - Significant online coverage through [Green Building](#) and [Marketing Best Practices](#) videotaping by AllBusiness.com, now featured on YouTube

The [San Francisco Idea House](#) had an amazing impact on the city of San Francisco. Patty approached former Mayor Gavin Newsom’s office and garnered his interest. While touring “La Case Verde,” the home’s 75-foot wind turbine inspired the Mayor to [launch a San Francisco Urban Wind Task Force](#) and leverage the city’s natural energy-producing winds. The Mayor announced Urban Wind Task Force results at a City Hall [press conference](#).

In addition to benefiting Meridian, *Sunset* Magazine, and hundreds of material and service suppliers contracted to help build the house, this game-changing joint venture has had a lasting and positive influence on the city and its inhabitants.

This case study illustrates that innovation and community giving go hand-in-hand. Creative thinking and business collaboration benefit everyone.