

Hillwood Urban



Having managed numerous marketing communications programs for Hillwood during the previous five years, Cooksey was tapped to manage the brand launch of the company's newest division in 2015, Hillwood Urban.

For the effort, Cooksey developed a campaign that integrated public relations, brand development and community relations, all timed to correspond with key dates for the division's launch and several ensuing, major announcements.

The initial launch's PR effort generated a front-page business story in The Dallas Morning News; feature story in the Dallas Business Journal; overview piece in D CEO's Real Estate Daily; and significant industry coverage in various real estate publications, including BISNOW and GlobeSt.com.

The creative program included logo development for the division; a branded brochure and pocket folder; and full stationery suite.

