



Marketing Golf Communities & Resorts with Video

dvd & cd-rom

Thirty-thousand Sun City Videos Requested In Only Four Months

Del Webb is a leader in building state-of-the-art active adult condominiums all over the United States. Del Webb's Sun City developments include golf courses, health clubs, recreation centers and other facilities and amenities by location.

Because they are marketing more than a floor plan and landscaping, Del Webb needed more than paper to sell it. In its information packages, Del Webb includes a 26-minute video showcasing not only the facilities, but also the lifestyles of its communities.

Budgets for the Sun City videos run between \$45,000 and \$90,000. They have proven to be a worthwhile investment. The information packages that include the video yield a 20% greater response than those that go out with out video. They recently produced 30,000 videos for their Sun City Hilton Head community. Those videos, sent only in response to requests generated by direct mail and print and Web advertising, were gone in four months!

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