



Michael D. Lane Homes
Custom Built & Renovated

“THE CAMPAIGN BERGERON CREATIVE DEVELOPED HELPED BRING IN WORK IN A DIFFICULT ECONOMIC CLIMATE FROM ARCHITECTS AND HOMEOWNERS.”

– **Michael D. Lane**, President

MICHAEL D. LANE HOMES

Architecting Better Relationships.

Michael D. Lane Homes builds some of the most exquisite “green” homes in New England. They wanted to expand their relationships with architects as a LEED certified contractor.

We created an elegant yet detailed brand image using both positive and negative space, which was carried through their web site and collateral, to attract an architect’s keen sense of designs.

TACTICS

- > Research
- > Marketing
- > Branding
- > Print
- > Interactive