



# LIVE ON THE RISE

CASE STUDY // Woodmont Valley, Macungie, PA

PRIMARY

## WHERE THE GRASS REALLY IS GREENER.

Nestled in suburban Eastern Pennsylvania, this resort-like community's lush setting is a slice of Instagrammable heaven. We found color inspiration for its brand identity in the vivid greens and stone grays of the area's rolling hills and lush countryside. Paired with a sunny, photo-driven approach that puts the appeal of the property's lifestyle promise and top-notch amenities front and center, the palette and positioning radiate just the right amount of positivity. Our **Live on the Rise** tagline strikes an upbeat, aspirational chord in four words to capture this brand truth: Things are always looking up when you can live an active lifestyle, come home to comfort and luxury, and do a little more stargazing around the firepit at the end of each day.

**THE CLIENT:** Woodmont Properties, Fairfield, NJ

**THE WORK:** Visual Identity      Brand Positioning      Signage  
Tagline                      Print Collateral



## Live on the Rise

Resort-like amenities. Premier apartment finishes. A lush setting in a charming suburb that's quickly becoming an Allentown gem. Woodmont Valley is where refined luxury and unbeatable convenience come together as gracefully as the rolling hills of Lehigh County. Welcome to an elevated take on living well.



# LIVE ON THE RISE

**THE STORYTELLING STRATEGY:**

With the hills rising in the distance and a dazzling array of amenities on par with a classic resort, Woodmont Valley struck us as a fresh take on living the dream. After all, things are always looking up when you can live an active lifestyle, come home to comfort and luxury, and do a little more stargazing around the firepit at the end of each day. Our tagline is a call to action that recalls the property's majestic views and strikes an upbeat chord in just four words to reflect the brand's truth: This is elevated luxury.



**WOODMONT VALLEY  
LIVE ON THE RISE**

Gaze out at mountainscapes from dramatic wrap-around windows overlooking your private patio or balcony. Not that you'd want to escape the luxury of your home, decked out with in-the-art kitchen and lush master bedroom, but you'd appreciate just outside.

**APARTMENT FEATURES**

- Granite countertops
- Stainless steel appliances
- Hardwood floors
- Walk-in closets
- In-unit laundry
- Pet-friendly
- Gated community
- 24-hour security
- Concierge service
- Storage units available
- Pet-friendly
- Gated community
- 24-hour security
- Concierge service
- Storage units available



**POSITIONING USE CASES:**

The **Live on the Rise** positioning guides creative across all of Woodmont Valley's brand touchpoints, from visual identity to website copy and collateral. As a brand tagline, it appears as a hero line in key executions.



# How can we help you?

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email us at: [hello@primary360.com](mailto:hello@primary360.com)

