

Brookfield Homes

Brookfield Homes Introduces Innovative New Facebook Experience

Brookfield Homes just launched the LIFEstyle Quiz, an exciting, new Facebook experience unlike anything the industry has seen before.



The Brookfield Homes Custom Facebook Tab

San Diego, Calif. – Brookfield Homes San Diego is excited to announce the launch of its new interactive home buying experience, the Brookfield Homes LIFEstyle Quiz. Set to change the way Facebook users find their new home, this custom-designed Facebook tab allows consumers to match their unique lifestyle to the Brookfield community that best suits their needs, offering a personalized, interactive experience unlike any the industry has seen before.

While many consumers begin their search for a new home by simply researching online, the Brookfield Homes custom Facebook tab offers a fun, new alternative. Serving as a convenient social tool, the quiz takes a completely new approach to the process, asking Facebook users to discover how their lifestyle defines their home through a series of interactive, animated

questions. With instant access from any location, the quiz puts a new spin on traditional home finding and creates a unique, enjoyable way for consumers to seek and find the new home they're looking for.

Fresh off its social media debut, the Brookfield Homes LIFEstyle Quiz began as an imaginative project several months earlier. The Brookfield Homes team aspired to bring something fresh and different to their brand, and to achieve this goal, the company turned to Long Beach-based marketing firm Gunn/Jerkens Marketing Communications.

Given the opportunity to conceptualize, design and execute a fun, interactive experience, Gunn/Jerkens proposed the concept of a unique LIFEstyle Quiz to help increase Brookfield's fan base, encourage interaction and make the home finding process fun. This completely new approach aimed not only to help Facebook users find their perfect home in one of six San Diego communities but also to do so in a way that captivates and takes them by surprise. Animation programming soon gave shape to these initial ideas and objectives, and with additional programming from Oak Creek Trail, the inventive new Facebook tab came to life.

"We had a vision to create a unique and different experience for our Facebook fans and Gunn/Jerkens did an amazing job helping us accomplish this," stated Debby Marshall

King, director of marketing at Brookfield Homes. “They managed to fulfill our high expectations by creating cutting-edge design, illustration and animation for our Facebook page. We couldn’t be happier with the LIFEstyle quiz, and we look forward to the next project we tackle with them.”

Donning the question “What’s your LIFEstyle?” the custom Facebook tab presents a colorful experience of engaging animations that circle a revolving globe. Following the main page, consumers are greeted by a chain of questions to help them find their perfect home. Whether their idea of a fun weekend is riding a bike through town, soaking up sun at the beach or enjoying recreational activities in the neighborhood, the quiz offers a community to complement any lifestyle and a fun animation to accompany each selected answer.

From the lively characters to the breezy palm trees, grand buildings and architectural structures, every aspect of the animation and design reflects relevant San Diego landmarks as well as the exclusive lifestyle represented at each of the six Brookfield communities. In addition, participants have the option to browse through the community tabs to learn more about the new home opportunities offered in San Diego.

To view the Brookfield Homes custom Facebook tab, to take the quiz or to learn more about Brookfield’s San Diego homes, please visit [Facebook.com/BrookfieldSD](https://www.facebook.com/BrookfieldSD).

Brookfield Homes San Diego has been crafting exceptional new homes for families since 1956. With each home it builds, Brookfield adheres to only the highest standards of excellence. Quality materials, premium land, functional design—every detail is carefully thought out to provide customers with that signature combination of pride, value, comfort and happiness. From the bottom of the foundation to the tip of the roof, Brookfield Homes believes in delivering residences that homebuyers love—because everyone deserves to expect more in a home. For more information on Brookfield Homes San Diego, please visit [Facebook.com/BrookfieldSD](https://www.facebook.com/BrookfieldSD) today.

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