

MAYO Web + Marketing Services Launches New Brand and Website for Pointe Place

A highly sought-after residential community, Pointe Place charged MAYO with raising awareness about why it's more than just a great place to live.

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[/EINPresswire.com/](https://EINPresswire.com/) -- Located just two miles from downtown Dover, Pointe Place has taken the conveniences of the urban mixed-use model and brought it to an expansive suburban space. With several local businesses offering shopping, dining, and professional services, the rebranding goal for this Summit Land

Development project was to convey what makes this community special and expand awareness outside the residential community.



Aerial View of the Pointe Place Community in Dover, New Hampshire

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Carrie Mayo, MAYO's Founder and Creative Director.

seemed too good to be true.

“When people come here for the first time, they instantly feel at home.” said Nathaniel Leach, Property Manager at Pointe Place. “It's that genuine warmth and friendliness that's made our community thrive since 2018 and the reason for our exceptionally high level of resident demand, retention and satisfaction.”

MAYO initially sat down with residents, staff, potential residents and business owners to do extensive research and then to share the brand positioning plan. The result was an overwhelmingly positive response that almost

“There was such a clear and profound shared desire to live well and be well amongst all audiences,” said Barrie Hanlon, Brand Strategist at MAYO. “The level of happiness and connection

to each other was like nothing we'd seen before – making that the obvious place to focus the brand.”

MAYO's research also uncovered that most people who frequented Pointe Place businesses valued that they were unlike those found in malls or chain stores. “I built my business around providing unique furnishings and home decor options, so my customers are looking for something different and also appreciate that where I am located is quiet, convenient and easy to park.” said Christina Van Blake, owner of HOME and House + Home, retail stores offering home furnishings, decor and design services at Pointe Place.

Following extensive research, MAYO created a [brand video](#) and [new website](#) that captured the unique aspects of Pointe Place. “The relationships people have here are like something you'd find in a small neighborhood,” said Leach. “But we've struggled with how to convey that in our brand and marketing materials. Thanks to MAYO we created something that speaks to who we genuinely are.”

“Pointe Place was a success story before we started,” said Carrie Mayo, MAYO's Founder and Creative Director. “We're honored to be part of their team, helping spread the word about why it's not just another place.”

About [MAYO Web + Marketing Services](#)

A full-service web + marketing agency, MAYO's mission is to build brands that improve profit, while caring for people and the planet. For over 20 years, MAYO has worked with hundreds of businesses to create brand and marketing campaigns that increase revenue while minimizing waste. Using data to drive results, MAYO offers deep expertise in the energy, environment, construction and manufacturing industries and is a member of 1% for the Planet and a Certified B Corp. To learn more, visit mayodesigns.com.



Sunrise Cafe at Pointe Place



Integrated Massage & Wellness at Pointe Place

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