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Walker Brands Announces Latest Branding Clients

*London Bay Homes, Grand Central at Kennedy,
Bayshore Retirement Partners & The Breeden Company*

TAMPA, Fla. (September 8, 2015) – Walker Brands, Tampa’s award-winning destination and corporate branding firm, announces four new branding programs in development for a mix of clients:

- Naples-based luxury custom home builder, **London Bay Homes**, has engaged Walker to reinvigorate the brand and increase sales traffic for its golf and country club community in Sarasota, The Founders Club. Walker is evolving the brand story and developing a comprehensive branding plan for the 2015/2016 selling season for The Founders Club, which was named Best Overall Community in the 2015 Manatee/Sarasota Parade of Homes.
- GCAK Tampa, LLC, the developers of **Grand Central at Kennedy**, have engaged Walker to develop an integrated advertising and marketing plan for sales of remaining units of this 390-unit mixed-use urban neighborhood community in Tampa’s popular Channel District.
- **Bayshore Retirement Partners**, developers of senior living and memory care communities including Horizon Bay Hyde Park, have engaged Walker to evolve its brand strategy to position the company for continued growth. Bayshore’s principal, the former CEO of Horizon Bay Retirement Living, is a repeat client – Walker developed the nationally recognized, award-winning brand for Horizon Bay.
- **The Breeden Company** has once again engaged Walker as its strategic destination branding partner, this time for its Harbor Vista at Crawford Street. Walker is developing the brand strategy and initial marketing for this 134-unit multifamily community in Virginia Beach, VA. Previously, Walker developed the company’s award-winning brand for its Red Knot at Edinburgh apartment community.

“Our roots in destination branding are serving us well as many new and repeat real estate clients are increasingly seeking us out for assistance with branding of their developments,” said Nancy Walker, president of Walker Brands. “We excel in helping clients strategically build distinct, memorable and integrated brand programs and we’re privileged to work with these reputable firms.”

About Walker

Walker Brands is an award-winning branding firm that helps clients bring their brands to life across all touch points, including their physical and online environments. Walker “connects people to places” by creating distinctive strategies that inspire memorable brand experiences to attract more customers, build loyalty and drive revenue. For more information, please visit www.walkerbrands.com.

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