OliverMcMillan

OliverMcMillan | Bringing the Luxe Life to Houston

CHALLENGE

San Diego developer OliverMcMillan, which has since been acquired by Brookfield Residential, launched River Oaks District, one of the most anticipated mixed-use developments in Houston in the last decade. The project features international luxury brands Hermes, Dior, Cartier, Tom Ford, and more. Located in a city with many existing shopping options, The District sought to bring a new experience to the city and create a premier destination for shopping, living, dining, and entertainment.

OBJECTIVE

Long before the first sale was tendered, Pierpont Communications was engaged in developing an integrated communications campaign to position River Oaks District as a world-class experience unlike anything in Houston. Tactics included competitive message development, public affairs initiatives, community partnerships, media relations, and high-profile events.

APPROACH

From conception to the River Oaks District's grand opening celebration, Pierpont looked to create a steady cadence of in-depth media stories. To do this, the team developed a strategic and thoughtful public relations and media relations campaign – designed to reach both consumer and business audiences. As a result, Pierpont secured a series of feature pieces on The District, including one-on-one exclusive interviews for OliverMcMillan CEO Dene Oliver with key media outlets, including local broadcast, CultureMap, Houston Chronicle, and other tier-one publications. The team also created strategic preview events that not only engaged media but local bloggers and influencers as well.

RESULTS

Pierpont successfully helped position River Oaks District as the premier catalyst behind Houston's growing retail scene, while solidifying the city as an international fashion destination for residents and travelers alike.