

# CASE STUDY

## THE KNOX

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### ○... THE CHALLENGE

Catalyst was engaged to establish the brand and marketing materials for a new development in Knoxville, Tennessee. The development required a full branding effort to include naming, logo design, overall look and feel, coordination with the interior design group, website design and development, lead building, and marketing collateral.

The new building will be located across the street from the University of Tennessee-Knoxville and will serve students attending UT. The project plans called for upscale amenities, and the new brand would need to be representative of the expected clientele.

### ○... THE SOLUTION

Catalyst team members visited the market to perform student intercepts, tour competitors, and tour the campus for a better understanding of what students are looking for in their housing search. It was found that traditions and pride are paramount in Knoxville, and the new name, The Knox, was indicative of both. Additionally, the logo was created with colors similar to that of the school to further emulate their values and traditions. After developing a new name, logo, and signage for a temporary leasing space, Catalyst helped to promote a grand opening event and establish a VIP list of prospects. Visitors to the property were invited to a temporary landing page that had been set up, and by joining the list, visitors earned a chance to win free rent for a year at the property.

### ○... THE RESULTS

Catalyst collected 665 initial leads for the leasing team through social media, ad placements, email campaigns, and other marketing tactics. This led to a huge success for the temporary leasing space's grand opening event. The property had set a goal to be 10% pre-leased by the end of 2015 and is at 27.49% as of December 4.

Catalyst continues to assist the leasing team in meeting their goals through email campaigns, social media, and more.

**FROM CREATIVITY AND STRATEGY COMES INNOVATION.**