

## CASE STUDY

# THE VERGE ORLANDO

### ○... THE CHALLENGE

Catalyst was engaged to rebrand a newly acquired property in the Orlando, Florida market serving students at the University of Central Florida. The property, The Edge, was well liked by both residents and prospects in the market and had a positive reputation among students; however, the acquisition required a new name and brand. As part of the new branding, Catalyst would need to promote a brand reveal event in the marketplace to introduce the property and continue the positive reputation for another year.

### ○... THE SOLUTION

Catalyst worked closely with the property to get input on name options before ultimately choosing the name, The Verge. Due to the popularity of The Edge prior to the change in ownership and management, the on-site staff strongly desired keeping a name that was a nod to the property's previous identity. The Verge allowed for this, while also elevating the brand in accordance with property improvements planned for the next year. In addition to renaming the property, Catalyst created a new logo, brand guide, and paper system; designed signage for the property; and strategized a brand reveal campaign to launch just after move-ins for the fall 2016 semester.

### ○... THE RESULTS

To promote the property's new brand, Catalyst worked with the on-site staff to plan a VIP pool party that would symbolize the new brand while showcasing the upgrades coming soon. As part of the campaign, flyers, emails, and a landing page were designed for residents to RSVP for the party. Each piece contained teasers about "something big" that would be revealed at the event and encouraged people to attend for a chance to win a variety of door prizes. Of the 928 emails sent, 692 (75.1%) were opened, and 287 (31.1%) of people clicked on the email. Between email marketing and flyers handed out in the market, 217 RSVPs were generated. In addition to these people RSVP'ing for the event, this helped to build a list for upcoming marketing campaigns as leasing kicks off in the market.

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