

CASE STUDY

Yacht Harbor Rebrand

THE CHALLENGE

Catalyst was engaged to complete a rebranding of Yacht Harbor Club, a 173-unit multifamily property located on Hayden Island in Portland, Oregon. The property was a new development facing low occupancy numbers due to location, resident dissatisfaction, and the lack of a strong marketing strategy.

Catalyst started the engagement with a market research project to verify target audiences, determine additional marketing opportunities, and provide a marketing plan for a 12-month time frame focused on building traffic and building trust with current residents to increase retention.

Research revealed there were two very distinct audiences: young professionals ranging in age from older millennials to younger Gen Xers who are married (double income, no kids), and empty nesters who range in age from older Gen Xers to baby boomers in need of downsizing. They would need a brand that catered to both, while still appearing unified in voice and visuals.

THE SOLUTION

A new, more modern logo was designed, incorporating thin wave lines contrasted by a classic square lockup. For simplicity, the name was shortened to “Yacht Harbor

Club” in messaging; however, it was paired with the descriptor “Luxury Apartments” in the logo so the product was clearly identifiable.

A full color palette was developed for the brand, with a brighter half inspired by sunset tones and an earthy half inspired by the Pacific Northwest. Although each half of the spectrum was designed to appeal to a specific audience, the full Yacht Harbor Club color palette can also be joined together to create a cohesive look and feel. Brand patterns, textures, fonts, and stock imagery were also selected to round out the brand. Finally, everything was compiled into a comprehensive, 40-page brand guidelines book to ensure consistency. Once the development of the brand was established, it was implemented into a full suite of marketing materials that carried the brand look and feel. Deliverables included a brochure, a sales sheet, an editable resident newsletter template, social graphics, and a paper system.

THE RESULTS

Through all of these efforts, Yacht Harbor Club has received a total of 509 total leads over a nine-month period and a total lease-up of 87.86% — a significant improvement from leasing at 55.49% prior to Catalyst rebranding the property.



509 LEADS GENERATED

100 ATTENDEES TO LAUNCH PARTY