

CASE STUDY

The Q Temporary Website

THE CHALLENGE

Catalyst was contracted to assist in creating a strong brand presence for a new development located in Los Angeles, California. The property is a mixed-use community located within the Warner Center and will include approximately 60,000 square feet of retail and office space, and provide more than 1,400 units in total. The community will boast a luxurious set of amenities at both properties, branded Q West and Q East, including rooftop decks, courtyards, and swimming pools.

Catalyst was initially contracted to take the existing brand and bolster it to create a stronger identity that would appeal to the young professionals and millennials target market. The team completed an initial research analysis and developed a full brand guide before taking on the design of a temporary website to collect lead data for the property.

THE SOLUTION

The temporary website developed by Catalyst immediately set the tone for out-of-the-box living with the use of a diagonal content box, which broke the mold of traditional

website layouts. Unique messaging set the tone for not only the brand, but the lifestyle The Q would offer residents.

Below the top section of the website, visitors could find stacked amenity highlights that featured animated text and corresponding lifestyle imagery. Highlighting only the best and top amenities helped the page not feel too overloaded. In addition, the site also featured a VIP form at the top of the page, which was designed to collect leads from interested prospects.

THE RESULTS

The Q's temporary website gave visitors a sense of luxury and positioned the brand and new development for success. By launching a temporary site, the eventual transition to the full, custom site will be a more seamless process. Also, based on the completion of the initial branding project, Catalyst is being contracted to outline a full marketing strategy to include integrated marketing campaigns and advertising placement.

