



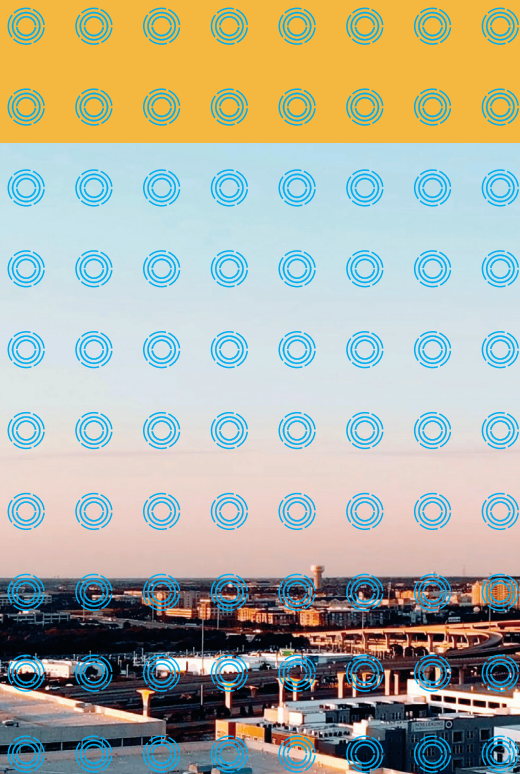
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MARKETING AND BRANDING

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CASE STUDY

LVL 29 BRANDING & MARKETING

**FROM GROUND-BREAKING TO FULL OCCUPANCY:
Branding & Marketing a Luxury High-Rise in Plano From
the Ground Up**



LVL 29 MAKES A LASTING IMPRESSION



LVL 29 UTILIZES CRITERION.B'S CREATIVE WORK TO MAKE A LASTING IMPRESSION THAT CONVERTS INTO LEASES

Snapshot

Project: Luxury High-Rise in Plano, Texas

Phase: From Development to Present Day

Goals: Brand, Market, and Lease Up

Results: 0 to 95% Leased

The Client

NE Management is a multifamily property management company in Lewisville, Texas. The team manages 100+ properties across the state from the development phase through leasing and beyond.

The Problem

LVL 29 was in the beginning of the development phase and NE Management didn't have an in-house team that could be fully dedicated to the new project. They needed a full-service agency partner that could handle all of the project's branding and design needs as well as recurring promotional orders and consistent digital marketing.

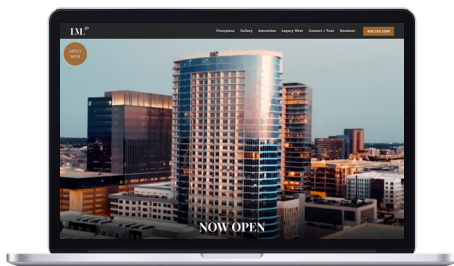


Desiree White, Marketing Director at NE Management, noted that they were really in need of a one-stop-shop agency that could assist with all aspects of new projects.

The Solution

NE Management heard about Criterion.B's capabilities through a word-of-mouth referral. After a few collaborative meetings, NE chose to work with Criterion.B due to our out-of-the-box marketing ideas that reflected the caliber of the development and our ability to turn out creative, cohesive branding and marketing work.

Desiree said she knew she could request a property start-up package at the drop of a hat and it would encompass everything they needed. She was also





relieved that her team didn't have to come up with everything on their own; they could just review and give input on deliverables as necessary. This saved them a ton of time throughout the entire process.

The Results

Criterion.B delivered a full creative branding package, including a website, collateral, brand guide, logo, and promotional materials that reflected the project's essence and elevated its public awareness. After that, digital marketing needs were top priority. Criterion.B focused on driving consistent, targeted traffic to LVL 29's website and helped build up a substantial and influential social media presence through high-quality branded imagery and messaging. Think about the last time you Googled something.

By the Numbers

- From 0 to 95% Leased
- 10K Average Monthly Unique Website Visitors
- 4,960 Combined Social Media Followers
- Average \$0.25 CPC on Smart Social Ads

Community Integration

As a result of social media outreach efforts and LVL 29's overall integration into the surrounding



"We recommend Criterion.B all the time. We love working with the team and we've developed a great working relationship with everyone. Anytime we need something, everyone is always ready and available to assist us. We have high expectations and we are always delivered exactly what we need to our liking and to the level we've always expected."

- DESIREE WHITE, MARKETING DIRECTOR

community, current residents are regularly invited to local shops and restaurant events. This has helped boost satisfaction and resident retention for the property.

Having a dedicated branding agency as an extension of your team can allow you to dive into new projects quickly and focus on project management while we craft a brand that stands out from the competition and naturally attracts residents.

To inquire about our branding and marketing services and related packages, contact us here.

NEED HELP WITH YOUR MULTIFAMILY BRANDING?

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