

Case Study

Criterion.B Creates Engaging Branded Collateral for Texas Apartment Community



A.G. Spanos Case Study



Case Study



www.criterionb.com/blog

The Client

AG Spanos is a growing property management company with a collection of multifamily communities across the country. One of their newest projects, 26 at City Point, is a high-end apartment community in North Richland Hills that is geared for affluent young individuals who crave a luxurious suburban lifestyle.

26

AT
CITY POINT

The Ask

Develop and design a range of branded collateral pieces to increase awareness and inspire interest in the property for pre-leasing and leasing.

The Creative Challenge

From the first project meeting with the client, the main challenge was clear: how to create unique branded collateral for a brand new property.

While nothing is new under the sun, multifamily marketing demands uniqueness. Similar to how each property is special and distinct, so should be the branding.

AG Spanos needed brochures, business cards, flyers, rack cards, and direct mail pieces that embodied the essence of 26 at City Point and reflected the upscale lifestyle residents could expect before even setting eyes on the property.

The Solution

Through active listening and open communication with the client, Criterion.B generated ideas, then transformed them into bold and informative visuals. This creative process was supported by the "Creative Brief" that Criterion.B builds with each client as the first step of any new project. This brief contains all of the clients' specifications and preferences. It becomes a resource to refer back to throughout the project.

The tagline that defined the design:

Where Luxury Amenities and Designer Interiors Collide

With this project, the key to crafting the right brand visuals was outlining the content first. The property's atmosphere the brand design should communicate became crystal clear with the written words. The Criterion.B team saw this tagline as a perfect reflection of the brand: Luxury Design.

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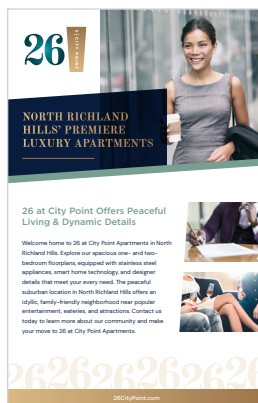
The Result

Aside from a happy client? The result was an array of bold collateral pieces that AG Spanos can spread to their target audience — making a splash with pre-leasing and leasing. This was achieved by listening to the client's direction and infusing our own brand knowledge into our creative process. Ultimately, the beautifully designed marketing materials attributed to an increase in scheduled tours and new leases at 26 at City Point.

Property Brochure



Property Flyer



Direct Mailer



Business Cards



"After working with Criterion.B on a number of multifamily properties, what we established was a strong brand presence: a logo, color scheme, and a look and feel that really fit with the audience we were catering to in particular parts of the country. I think we had that very fitting brand and Criterion.B made it easy to carry that look and brand across the marketing collateral that we needed to create. I also see that the brands we created have longevity, which is also important."

NICOLETTA RUHL,
Director of Marketing - AG Spanos Companies