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MARKETING AND BRANDING

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# LANDMARK LIVING IN OKLAHOMA CITY

**Crafting an Award-Winning Digital Presence for  
The First Residences at First National**

CASE STUDY



# CRITERION.B BRINGS HISTORY TO LIFE



## Branding & Marketing for a Historical Landmark Building in Downtown Oklahoma City

### The Client

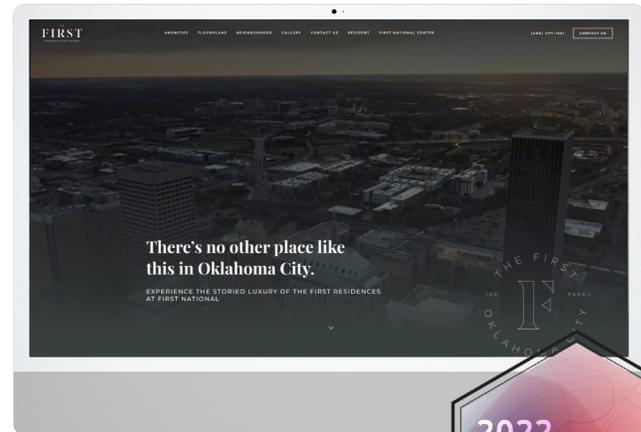
When NE Property Management envisioned their luxury apartments, The First Residences at First National, they aspired for a unique digital identity, one that would stand apart from the overarching First National Center building. The goal was clear: project the property's luxurious offerings, spacious units, prime location, and embed them with the rich history of the structure.

### The Ask

Develop and design a separate brand identity and a dedicated website for The First Residences at First National, underscoring every facet of the residential experience.

### The Creative Challenge

The onus of marrying the elegance and historical grandeur of The First Residences with the modern-day digital experience lay on Criterion.B. How do you create a digital environment that serves prospective residents, provides a top-notch resident online interface, and at the same time, retains the property's rich historical essence?

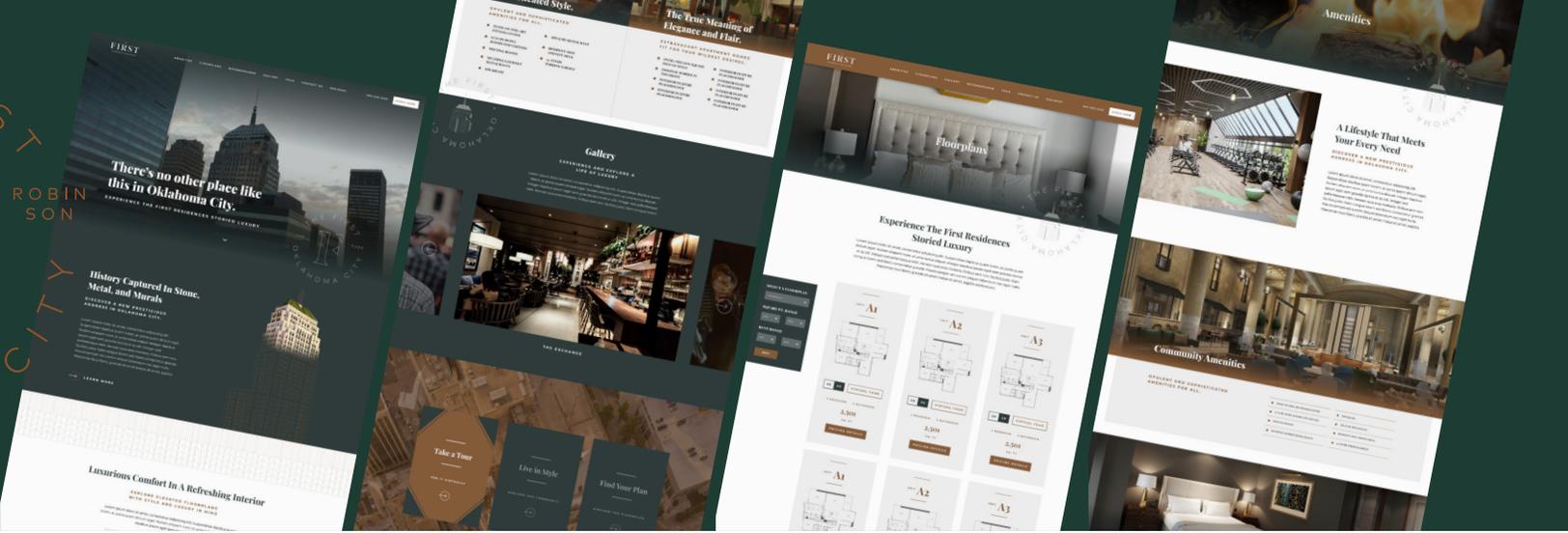


## THE FIRST RESIDENCES AT FIRST NATIONAL

### The Solution

Harnessing our expertise in multifamily branding, Criterion.B embarked on a journey to design a website that would be both, an ode to the property's legacy and a beacon of modern web design. This involved:

- **Distinct Branding:** Carving out a standalone brand identity for The First Residences, ensuring it resonated with the target audience's expectation of luxury and convenience.
- **User Experience:** Designing the website with a primary focus on the user journey, ensuring that prospective residents could easily navigate the



website, learn about the amenities, view unit layouts, and get a feel for the property's prime location.

- **Historical Integration:** Embedding elements that narrate the property's historical narrative, crafting a story that new residents would be a part of.

## The Result

The synergy of modern web design with the historical essence led to a resounding success. Not only did the website offer a seamless online experience for its visitors, but it also captured the attention of industry experts. Our work was recognized at the 2022 AVA Digital Awards, where we proudly clinched the gold for The First Residences at First National website.

The collaboration between NE Property Management and Criterion.B yielded a digital presence that truly echoed the grandeur of The First Residences at First National. Our team's commitment to encapsulating the luxury, history, and elegance of the property ensured that both prospective and current residents had a digital experience parallel to their physical one. The award stands as a testament to the meticulous craftsmanship and dedication poured into this project.

***"Criterion.B is not just another agency; they've become an integral extension of our team. Their all-encompassing expertise makes them our go-to one-stop-shop, saving us invaluable time, especially during the critical startup phases. We deeply appreciate their innovative approach. They've consistently challenged us to think outside the box, ensuring our marketing strategy, style, and execution are always top-notch. With their guidance, we've achieved remarkable results that genuinely speak for themselves. A special shout-out to Jon, Sam, and Greg - their dedication, creativity, and responsiveness have been pivotal in our successes. I wholeheartedly recommend Criterion.B – a solid 10 out of 10. With them, it's not just about meeting expectations; it's about surpassing them every single time."***

- DESIREE WHITE, DIRECTOR OF MARKETING,  
NE PROPERTY MANAGEMENT



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