

CASE STUDY:

AVA LIVE

PARTNERS MAKE BEAUTIFUL MUSIC TOGETHER

Seattle is known for its blend of arts and tech innovation. When AvalonBay enlisted Primary to launch a new apartment community in Seattle called AVA Queen Anne, we knew that our marketing had to meld the local artistry of this musical mecca with the tech innovation that put this city on the map.

Because we believe in the power of partnerships to help creative and media work harder, we developed our campaign together with a local alternative weekly newspaper, Seattle Weekly. We leveraged their heavy influence in the local music scene to hire two up-and-coming bands to play for a night at AVA Queen Anne. We hosted a rooftop battle of the bands and secured catering from local Seattle foodie favorites.

The invitations we crafted were included in the paper and seeded throughout their expansive social media profiles leading up to the event to drive RSVPs. During the show, we captured social content that helped drive buzz in real time for the gig and provided ongoing fodder for the property's social feeds.

To reward attendees, we gifted swag bags to the first 50, and our staff provided tours of the property for interested party goers. All in all, it was a pretty rocking open house party.

