

CASE STUDY: AVALON & AVA

For AvalonBay, we create customized, strategic plans for their Avalon and AVA brands to achieve their community lease-up goals. These brands have unique demographics, with Avalon focused on high-income, luxury-seeking renters, and AVA appealing to an urban, youthful lifestyle profile.

When we develop our plans, we put consumers first and focus on all touchpoints throughout their journey to maximize results. We start by researching personas that fit the specific community demographic and psychographic of the surrounding areas, and then test and learn to optimize performance.

For example, a young female professional looking for a new apartment in Cambridge, MA would be reached with out-of-home creative on her subway ride by the new AVA. Prompted to then check out the building's website on her phone, she returns home and leisurely visits a lifestyle site or surfs social media on her desktop, tablet or laptop, where she's programmatically served another compelling piece of creative content from Primary.

We've surrounded our target, and after she's signed a lease, we continue our dialogue with her through AVA's social profiles. At every step of her journey, we're measuring significant interactions with our ads as well as milestones achieved throughout the lease-up process.

As a result of our successful marketing efforts in 2017, we drove thousands of leases at 20 properties in seven states for the AVA and Avalon brands, while surpassing click-through rate benchmarks on social, programmatic and native display networks.

