

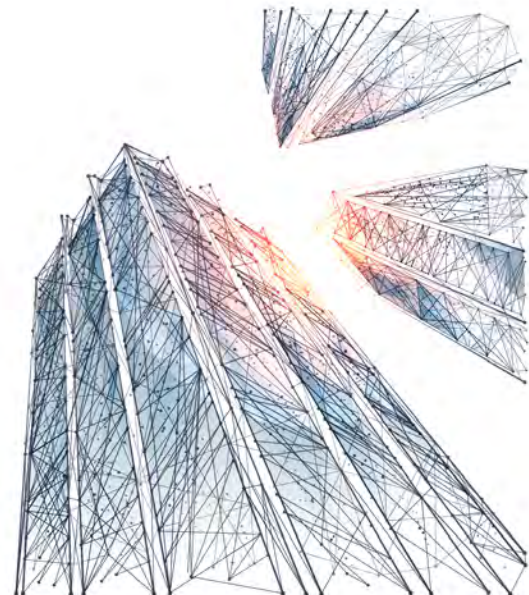
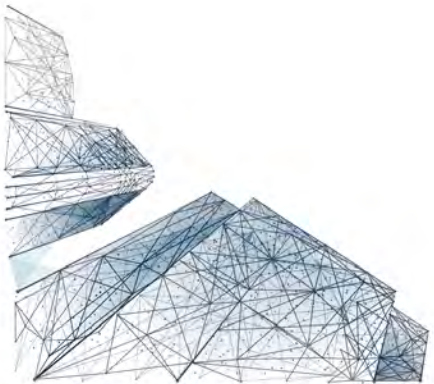
WELCOME TO AIM 2022



AIM

APARTMENT INNOVATION &
MARKETING CONFERENCE

PRESENTED BY
REACH
by RentCafe®

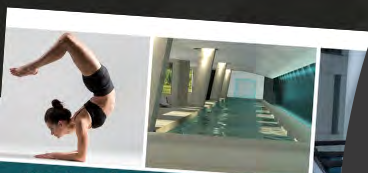


WELCOME TO THE COLLECTIVE

At the epicenter of opportunity and accessibility, The Collective luxury apartment community in Washington DC's Capitol Riverfront District. With three distinct lifestyle options and access to all three buildings' amenities, you can set the bar higher to stay away from the Navy Yard Metro Station and four minutes from Capitol Hill. At The Collective, we provide the opportunity to conquer. **Challenge Accepted.**

A ROAD TO COLLECTIVE SUCCESS

A BRANDING CASE STUDY



master the

400 BUTTERFLY SCORPION POSE
7-MINUTE MILE
PERFECT PULL-UP
ONE-HANDED PUSH UP
2-MINUTE PLANK
CENTERED HANDSTAND
POWERFUL ROW

CHALLENGE ACCEPTED

farm-to-table
GREEN ROOF GARDEN WITH
COMMUNITY PLOTS



four of DC
CITY'S MAJOR ATTRACTIONS
RIGHT OUTSIDE YOUR WINDOW



sun-kissed
GOLF TOP POOL TO SOAK
UP THE SUN



just two stops
from two blocks

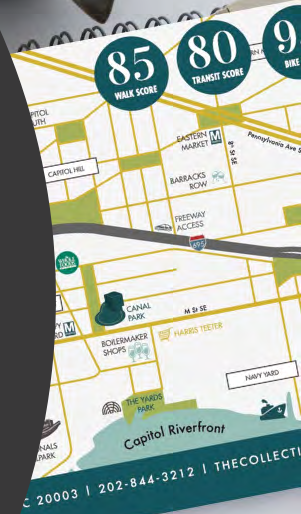
CHALLENGE ACCEPTED



COLLECTIVELY URBAN

Just one block from the Navy Yard Metro Station and four minutes from Capitol Hill, The Collective provides the perfect location to experience the energy and excitement of DC's walkable neighborhoods.

CLOSE PROXIMITY TO:



© 2009 | 202-844-3212 | THECOLLECTIVE.COM

HOLLI BECKMAN

CHIEF MARKETING
OFFICER



MIKE WHALING

PRESIDENT AND
FOUNDER



30 Lines



BARBARA SAVONA

CEO & FOUNDER



BRANDING CASE STUDY: THE COLLECTIVE



SECRETS TO AN EFFECTIVE BRANDING PROCESS

- How to approach research
- Build a brand that is more than a logo
- Work with third-party partners
- Inject your brand into your operations



ROAD TO A COLLECTIVE SUCCESS

2016

PARK CHELSEA

BEST LEASE-UP
PACE AWARD

2018

AGORA

BEST LEASE-UP
PACE AWARD

2021

THE GARRETT

BEST LEASE-UP
PACE AWARD



WatchYourBusinessGreat.com | @Watch15sprout | Facebook.com/Sprouting

CAPITOL RIVERFRONT
POLITICAL
OPEN
COMMUNITY
TRANSIENT
BUSINESS
COUPLES
GROWTH

CAPITOL RIVERFRONT/ NAVY YARD NEIGHBORHOOD

SHOPPING

- 7th and L Market
- Barrack's Row
- Comerco pia
- CVS Pharmacy
- EVO Furniture
- Farmers Market
- Harris Teeter
- Harry's Reserve
- Wag Time Too
- Bang Salon

BARs

- Bluejacket Brewery
- Park Tavern
- GB Brewery
- Willie's Brews & Ques
- Gordon Biersch

DINING

- Agua 301
- 100 Montaditos
- The Brig
- Buzz Bakery
- Courtyard Cafe/ Lounge
- Domino's Pizza
- Five Guys
- Gordon Biersch
- Half Street Fairgrounds
- Ice Cream Jubilee
- Justin's Cafe
- Kruba Thai & Sushi

ATTRACTIONS

- Navy Yard
- Nationals Park
- Anacostia Riverwalk Trail
- Trapeze School

EMPLOYERS/RELATED BUSINESSES

- US Navy (currently commuting)
- USDOT (currently commuting)
- Booz | Allen | Hamilton
- Alton Science & Technology
- Lockheed Martin
- CSC
- BAE Systems
- Northrop Grumman
- Textron Systems
- CBS Radio
- DC Commission of Arts
- DC Family & Child Services
- Orbis
- And more...

WHERE DO THEY GROCERY SHOP?

Harris Teeter (Twelve12); Whole Foods (2 years); Includes a Beer Garden)

THE CHALLENGES

SATURATED MARKET

NEW AREA

3 TIMELINES





THE BRANDING PROCESS

RESEARCH

PARTNERSHIP

BRANDING

COLLABORATION

OPERATIONS

RESEARCH



HELSEA

PROS

- High Walk, Transit and Bike Score
- LEED Silver Certified with Recycled Water
- 20,000 sq. ft. Courtyard
- Clubroom with Library
- Game Room
- Cafe
- Conference Room/Dining Room
- 2000 sq. ft. Fitness Center
- Yoga Studio
- 75 ft. Heated Indoor Lap Pool
- Locker and Steam Rooms
- Resident Storage Lockers
- Outdoor Pool with Grilling and Dining Areas
- Outdoor Lounging Area with TV and Fire Pit
- Dog Run
- Green Roof Garden with Community Plots (Urban Garden)
- 3 Levels of Parking
- Private Bicycle Lockers with Bike Entrance and Elevator
- 24-Hour Concierge
- Proximity to Green, Orange, Blue and Silver Lines
- Garage Connectivity Across the Square
- Beautiful Views of the US Capitol & National's Ball Park
- Lots of Public Events in the Park and Building
- More Communal Space than Co-ops
- Very Inviting Leasing Center with F
- Units
- Hardwood Floors
- Stainless Steel
- Granite Countertops

WatchYourBusinessSpot.com | @WatchYourBusinessSpot | Facebook.com/SpiritLiving

SQUARE 737




WatchYourBusinessSpot.com | @WatchYourBusinessSpot | Facebook.com/SpiritLiving

STATS

- 3 Buildings
- Park Chelsea: Sophisticated & Mature
- Building 2: Contemporary & Sleek
- Building 3: Earthy & Active
- 1158 Units
- 86 Walk Score
- 80 Transit Score
- 85 Bike Score

Proximity to:

- The Capitol: 1 mile
- Nationals Park: 1/2 mile
- D.C. United Stadium: 2 miles
- Navy Yard Metro Station: 0.2 miles
- Ronald Reagan Washington National Airport: 5 miles
- Amtrak: 2 miles



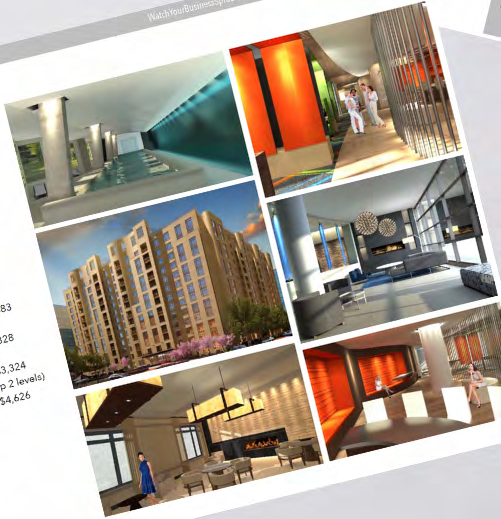
PARK CHELSEA

STATS

Deliver Date: 2015

- 429 Units
- Studios: 58
 - \$3.63 sq. ft./ \$1,683
- 1 Bedroom: 278
 - \$3.31 sq. ft./ \$2,328
- 2 Bedroom: 90
 - \$3.06 sq. ft./ \$3,324
- 3 Bedroom: 3 (top 2 levels)
 - \$2.59 sq. ft./ \$4,626

- 13 Stories
- 36 Floor Plans
- 86 Walk Score
- 80 Transit Score
- 85 Bike Score



RESEARCH PROCESS



**KNOW YOUR
COMMUNITY**



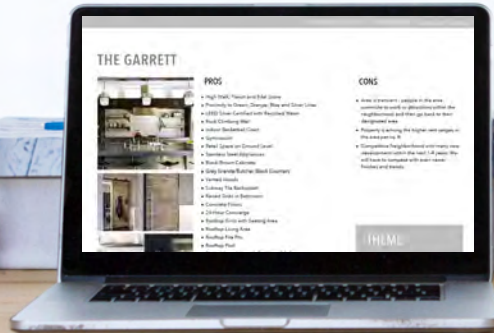
**EVALUATE
YOUR COMPS**



**RESEARCH THE
NEIGHBORHOOD**



**CRAFT YOUR
AVATARS**





IN-PERSON / ONLINE

SHOP YOUR COMPS OR SHOP THEIR WEBSITES

WALK THE NEIGHBORHOOD OR USE GOOGLE MAPS

OBSERVE THE PEOPLE OR GO ON SOCIAL MEDIA

BRANDING

master the

- 400 BUTTERFLY
- SCORPION POSE
- 7-MINUTE MILE
- PERFECT PULL-UP
- ONE-HANDED PUSH-UP
- 2-MINUTE PLANK
- CENTERED HANDSTAND
- POWERFUL ROW

CHALLENGE ACCEPTED

COL

From our 5,000 sq. ft. fitness center, you can enjoy:

- 24-Hour Fitness
- Cardio Fitness Area
- Multi-Stage Fitness Area
- Yoga Studio
- 25th Floor, Indoor Top Pool
- Outdoor and Spa Rooms

from-table

ROOF GARDEN WITH COMMUNITY FLOORS

of DC

MAJOR ATTRACTIONS OUTSIDE YOUR WINDOW

kissed

POOL TO SOAK UP THE SUN

two steps two blocks

CHALLENGE ACCEPTED

the best WITHOUT LEAVING YOUR HOME

At Park Chelsea we provide more than just a home, we provide everything you need to live and embrace the most challenges.

- Hardwood Floors
- Stainless Steel Appliances
- Granite Countertops
- 10000 sq. ft. Clubroom
- Skyline Views
- Concierge with Library
- Cinema Room
- Valet
- Conference Room/Printing Room
- Bowling Alley
- Harbor Club with Dining Room
- Clubhouse Lounging Area with TV and Bar
- Indoor Top Pool
- Valet Service
- Bike Storage & Station
- Beautiful Views of Capitol Hill and the Waterfront
- Seeking LEED Silver Certification

CHALLENGE ACCEPTED

COLLECTIVELY URBAN

Just one minute from the Navy Yard Metro Station and two minutes from Capitol Hill, the

 **The Collective**
LUXURY RENTAL RESIDENCES

TITLE
880 NEW JERSEY AVE
WASHINGTON, DC 20005
202.465.7018
EMAIL@THECOLLECTIVEDC.COM
THECOLLECTIVEDC.COM

WELCOME TO THE COLLECTIVE

At the epicenter of opportunity and accessibility, The Collective luxury apartment homes is the newest addition to Washington DC's Capital Riverfront District. With three distinct lifestyle options, an extensive social calendar and access to all three buildings' amenities, you can set the bar higher to embrace every challenge. Just one minute away from the Navy Yard Metro Station and four minutes from Capitol Hill, we don't just provide convenience, we provide the opportunity to conquer. **Challenge Accepted.**

 **park chelsea**
At The Collective

 **The Collective**

COLLECTIVELY WE CAN CONQUER. CHALLENGE ACCEPTED.

Schedule A Tour

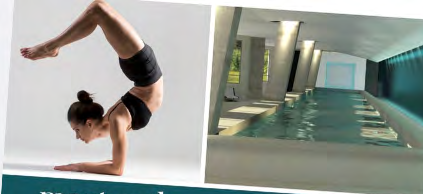
WELCOME TO THE COLLECTIVE

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 park chelsea
At The Collective



master the

400 BUTTERFLY
SCORPION POSE
7-MINUTE MILE
PERFECT PULL-UP
ONE-HANDED PUSH UP
2-MINUTE PLANK
CENTERED HANDSTAND
POWERFUL ROW

CHALLENGE ACCEPTED

COLLECTIVELY FIT

From our 2,000 sq. ft. fitness center to our heated, indoor lap pool, you'll have a Collective Pass with access to all 3 buildings' amenities.

- 24-Hour Fitness-Demand Training
- Cardio Fitness Area
- Weight Training Area
- Yoga Studio
- 2.5m Heated, Indoor Lap Pool
- Locker and Steam Rooms

farm-to-table

GREEN ROOF GARDEN WITH COMMUNITY PLOTS



tour of DC

DC'S MAJOR ATTRACTIONS RIGHT OUTSIDE YOUR WINDOW



sun-kissed

ROOFTOP POOL TO SOAK UP THE SUN



the best

WITHOUT LEAVING

At Park Chelsea we provide comfort, we provide convenience and embrace the river and embrace the city.

- Hardwood Floors
- Stainless Steel Appliances
- Granite Countertops
- 20,000 Sq. Ft. Courtyard
- Garden Room
- Clubroom with Library
- Game Room
- Cafe
- Conference Room/Dining
- Rooftop Pool
- Rooftop Grills with Dining
- Outdoor Lounging Area
- Rooftop Dog Park
- Urban Garden
- 24-Hour Concierge
- Bike Entrance & Elevator
- Distinct Views of Capitol Hill and the Monuments
- Seeking LEED Silver Certification

CHALLENGE ACCEPTED

The Collective
LUXURY RENTAL RESIDENCES

TITLE
880 NEW JERSEY
WASHINGTON, DC 20005
202.465.7018
EMAIL@THECOLLECTIVEDC.COM
THECOLLECTIVEDC.COM



**FROM two stops
TO two blocks**

CHALLENGE ACCEPTED



COLLECTIVELY URBAN

Just one minute from the Navy Yard Metro Station and four minutes from Capitol Hill, The Collective provides the perfect landscape to experience the energy and excitement in all of DC's most desirable neighborhoods.

CLOSE PROXIMITY TO:

- Navy Yard
- Nationals Park
- Capitol Hill
- Green, Orange, Blue and Silver Lines
- Barracks Row





BRANDING TIPS

GET CLEAR ON YOUR MAIN MESSAGE



ELEVATOR PITCH

At the epicenter of opportunity and accessibility, The Collective luxury apartment homes is the newest addition to Washington DC's emerging Capitol Riverfront District. With three distinct lifestyle options, an extensive social calendar and limitless amenities, you can set the bar higher to embrace every challenge. Just one minute away from the Navy Yard Metro Station and one minutes from Capitol Hill, The Collective provides the perfect landscape to experience the energy and excitement in all of DC's most-desired neighborhoods.

We don't just provide convenience, we provide the opportunity to conquer. **Challenge Accepted.**

PILLAR WORDS

- Opportunity
- Emerge
- Limitless
- Embrace
- Challenge
- Energy
- Accessibility

WE BELIEVE THAT
COLLECTIVELY WE
CAN THRIVE.

BRANDING TIPS SUPPORT WITH MEMORABLE SPECIFICS



BRANDING TIPS

SUPPORT WITH MEMORABLE SPECIFICS



FROM twelve minutes
TO twelve steps

CHALLENGE
ACCEPTED



park chelsea
At The Collective



BRANDING TIPS

SUPPORT WITH MEMORABLE SPECIFICS



BRANDING TIPS

SUPPORT WITH MEMORABLE SPECIFICS



BRANDING TIPS

SUPPORT WITH MEMORABLE SPECIFICS



BRANDING TIPS

SUPPORT WITH MEMORABLE SPECIFICS



BRANDING TIPS

SUPPORT WITH MEMORABLE SPECIFICS



BRANDING TIPS

SUPPORT WITH MEMORABLE SPECIFICS



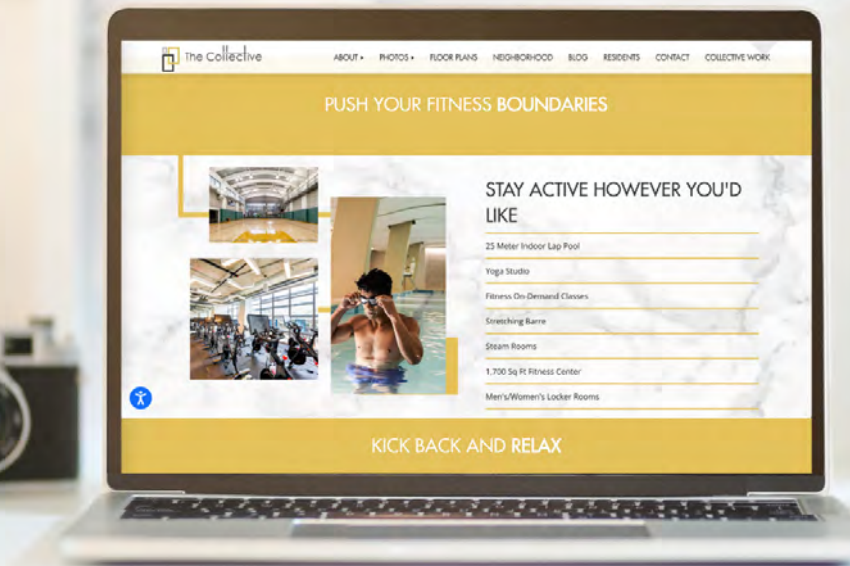
BRANDING TIPS

SUPPORT WITH MEMORABLE SPECIFICS



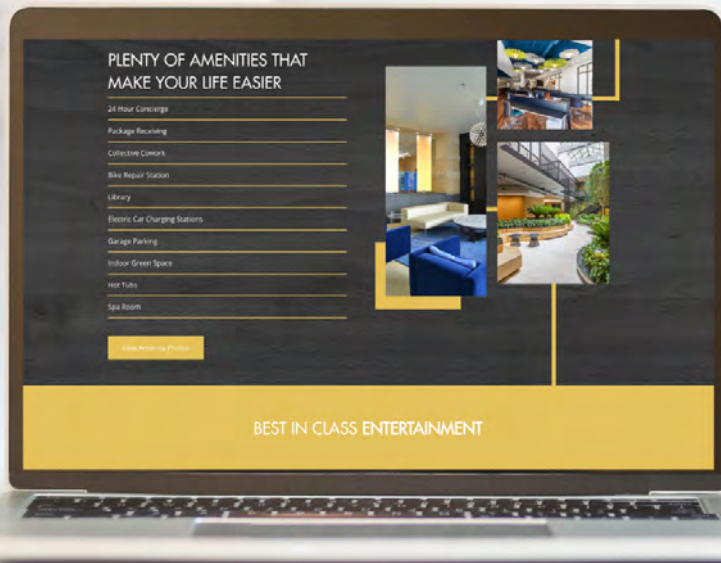
BRANDING TIPS

SHOWCASE OFFERINGS VISUALLY



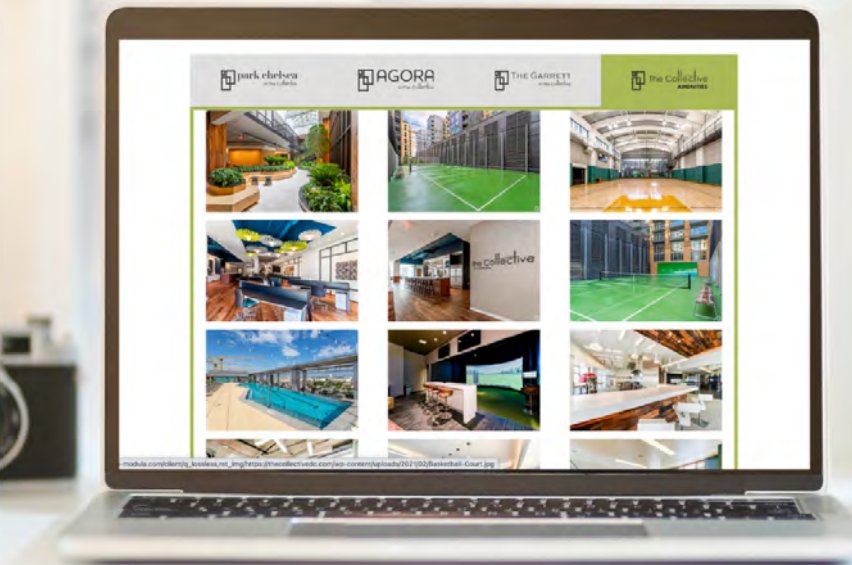
BRANDING TIPS

SHOWCASE OFFERINGS VISUALLY



BRANDING TIPS

SHOWCASE OFFERINGS VISUALLY



TAKEAWAYS

KNOW YOUR MARKET

ESTABLISH YOUR ADVANTAGE

USE IT TO STAND OUT

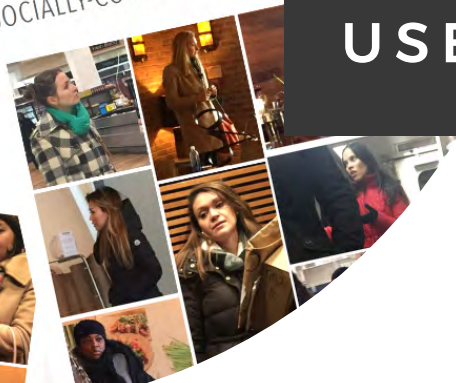
DEVELOPING DUO

As Seen in Capitol Riverfront



SOCIALLY-CONSCIOUS INDE

As Seen in



ASONED SUCCESS

As Seen in Capitol Riverfront



COLLAB



The tablet screen displays a list of building names and a corresponding list of name options. The building names are organized into two sections: Building 2 and Building 3. The name options are listed in a separate column on the right, with each option preceded by a bullet point and a sub-bullet point indicating the building it applies to.

Building	Name Options
Building 2	
Milan	• The Burrough
Middleburg	◦ Park Chelsea
Berlin	◦ Gramercy Flats
Munich	◦ Williamsburg
Fiera	
Corsica	• The Legacy
Montreal	◦ Park Chelsea
Madira	◦ Milan Flats
Zohora	◦ Diamond
Frisia	
Riga	• Essence
Mezzo	◦ Park Chelsea
Miera	◦ Veneto
Florentine	◦ The Diamond
Calypso	
Veneto	
Building 3	
Denmark	• Evolution
Danish	◦ Park Chelsea
Boulder	◦ Mezzo
Akron	◦ Galvanic Square
Eaton	• The collective
Dalston	◦ Park Chelsea
Pearl	◦ Corsica
Factory	◦ Alloy
Diamond (Washington Nationals Park)	• Venue
	◦ Park C
	◦ Riga
	◦ Akron
	• Conclave
	◦ Park C
	◦ Calypso
	◦ Eaton

Other overarching brainstorming:

- The Collective
- [unclear]



BEFORE YOU START
HAVE A POINT PERSON
KEEP YOUR REVIEW
CIRCLE TIGHT

TELL THEM WHAT YOU
DON'T WANT TO SEE
SHARE YOUR IDEAS

WORKING
WITH YOUR
PARTNERS



WORKING
WITH YOUR
PARTNERS

FEEDBACK TIPS

BE BRUTALLY HONEST

**AGREE INTERNALLY
BEFORE SHARING
FEEDBACK**

**PICTURES SPEAK
LOUDER THAN WORDS**



PARK CHELSEA
AT THE COLLECTIVE

PARK CHELSEA
AT THE COLLECTIVE

PARK CHELSEA
AT THE COLLECTIVE

park chelsea
AT THE COLLECTIVE

park chelsea
AT THE COLLECTIVE

park chelsea
AT THE COLLECTIVE

PARK CHELSEA
AT THE COLLECTIVE

PARK CHELSEA
AT THE COLLECTIVE

PARK CHELSEA
AT THE COLLECTIVE

↑



3 VOTES

AGORA
AT THE COLLECTIVE

AGORA
AT THE COLLECTIVE

AGORA
AT THE COLLECTIVE

3 VOTES

~~AGORA
AT THE COLLECTIVE~~

~~AGORA
AT THE COLLECTIVE~~

~~AGORA
AT THE COLLECTIVE~~

AGORA
AT THE COLLECTIVE

AGORA
AT THE COLLECTIVE

AGORA
AT THE COLLECTIVE

3 VOTES

↓

AGORA
AT THE COLLECTIVE

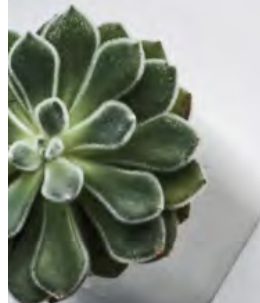
→ AGORA
AT THE COLLECTIVE

AGORA
AT THE COLLECTIVE

1 VOTE &
3 DISLIKES

4 VOTES

~~THE GARRETT THE C~~





BARBARA'S NO-NOS

TOO MANY COOKS IN THE KITCHEN

NOT IMPLEMENTING THE BRAND
ACROSS TEAM & PARTNERS

THINKING BRANDING IS ONLY DESIGN

TAKEAWAYS

KEEP YOUR CIRCLE TIGHT

PROVIDE COLLECTIVE FEEDBACK

MORE DOESN'T MEAN BETTER

PRIMARY LOGO

 The Collective

SECONDARY LOGO


The Collective

BRAND COLOR

#BDBD

#373B

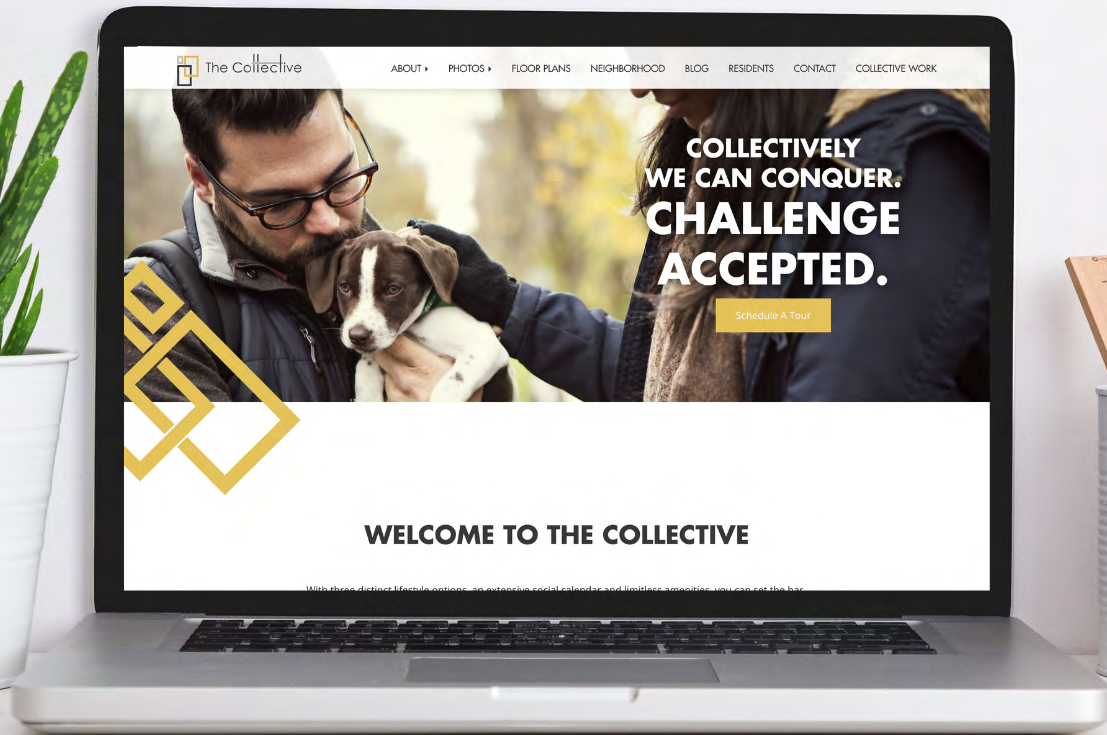
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FONT: FUTURA LT

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

TAKING YOUR BRAND ONLINE



INJECT YOUR
BRAND INTO
YOUR WEBSITE

YOUR WEBSITE CAN BE
MORE THAN JUST
BULLET POINTS



LUXURY COMMUNITY AMENITIES



ROOFTOP LIFE

The views from The Collective rooftop are unlike any other. Our unobstructed views of the US Capitol and the Washington Monument, accompanied with a few sets of grilling stations, a big screen tv, and plenty of social areas, you will want to stay up top forever!



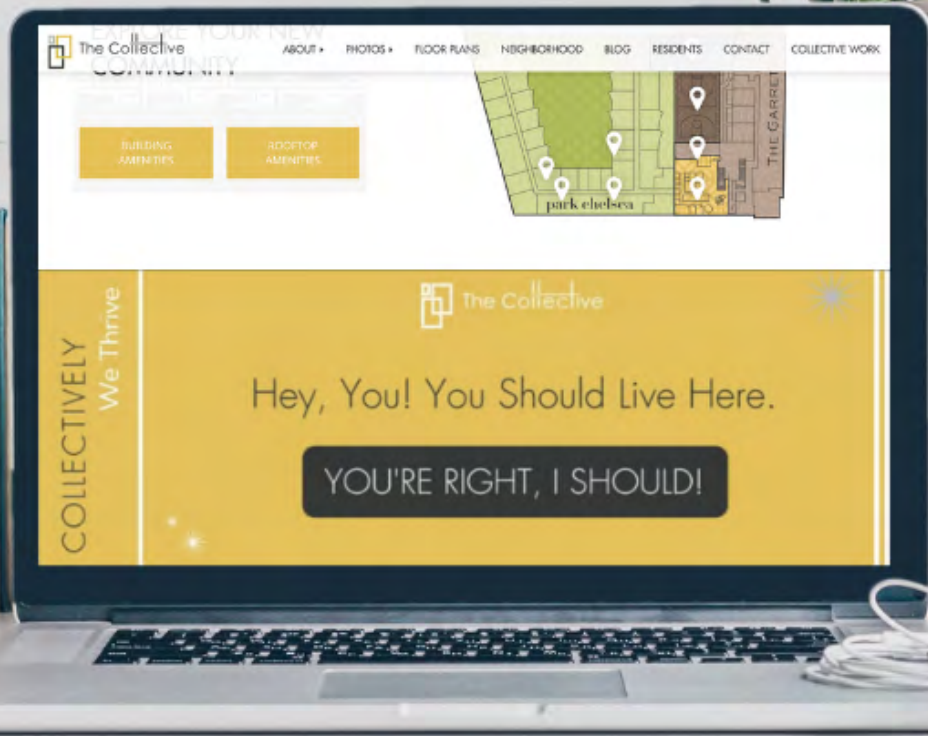
RESIDENT LOUNGES

The perfect place to play interactive games, watch your favorite sporting event or television show, or simply get outside of the four walls of your apartment. Our resident lounge areas are an extension of your living room!

INJECT YOUR
BRAND INTO
YOUR WEBSITE

ADD PERSONALITY TO
YOUR CALL-TO-ACTIONS





COLLECTIVELY
We Thrive

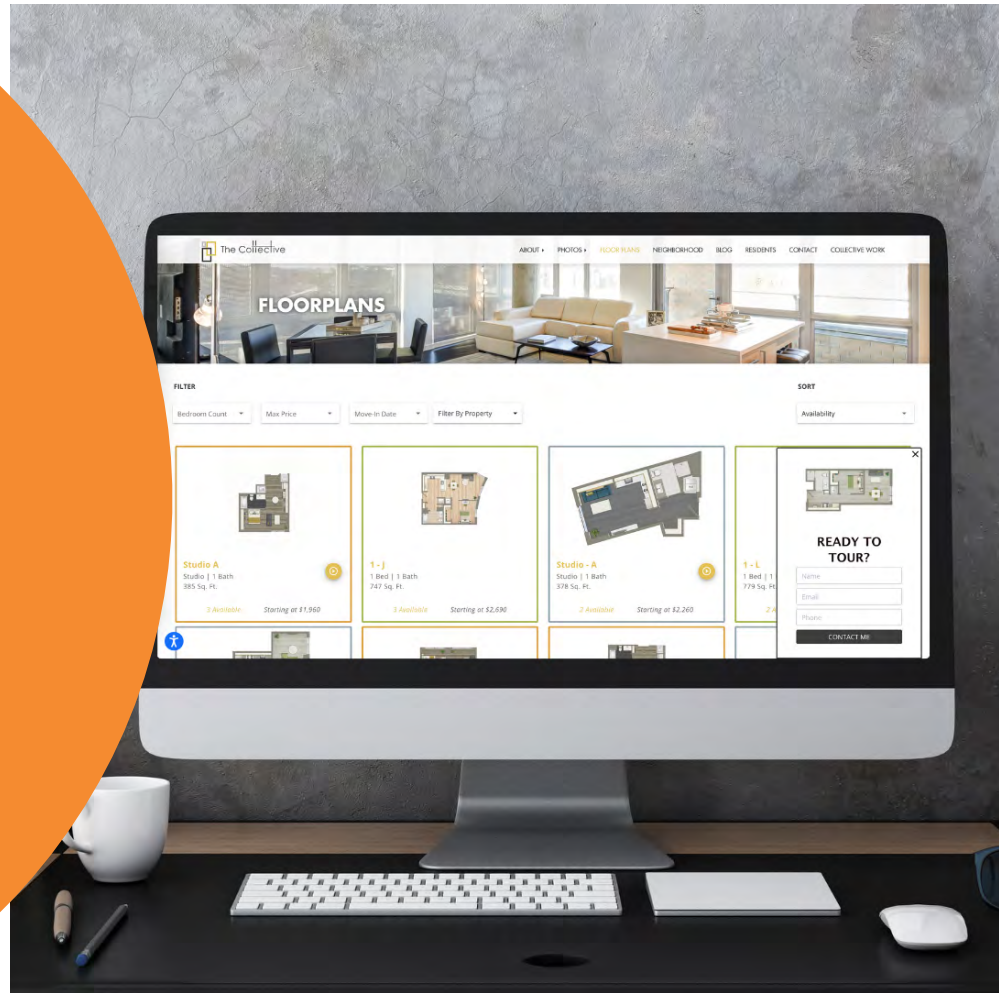
The Collective

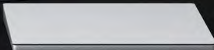
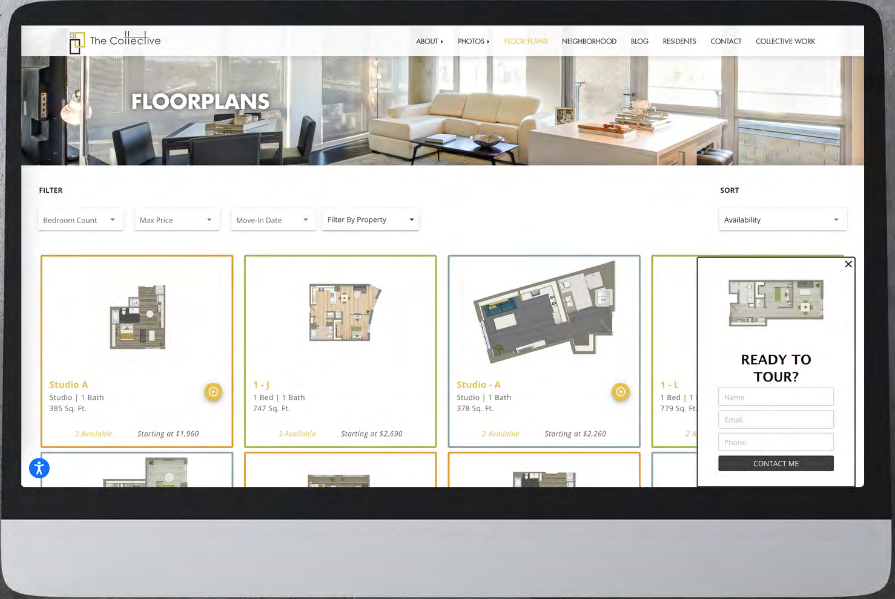
Hey, You! You Should Live Here.

YOU'RE RIGHT, I SHOULD!

HAVE USER
EXPERIENCE
COLLAB NOT
COLLIDE

MAKE THE EXPERIENCE
EASY FOR YOUR
PROSPECTS





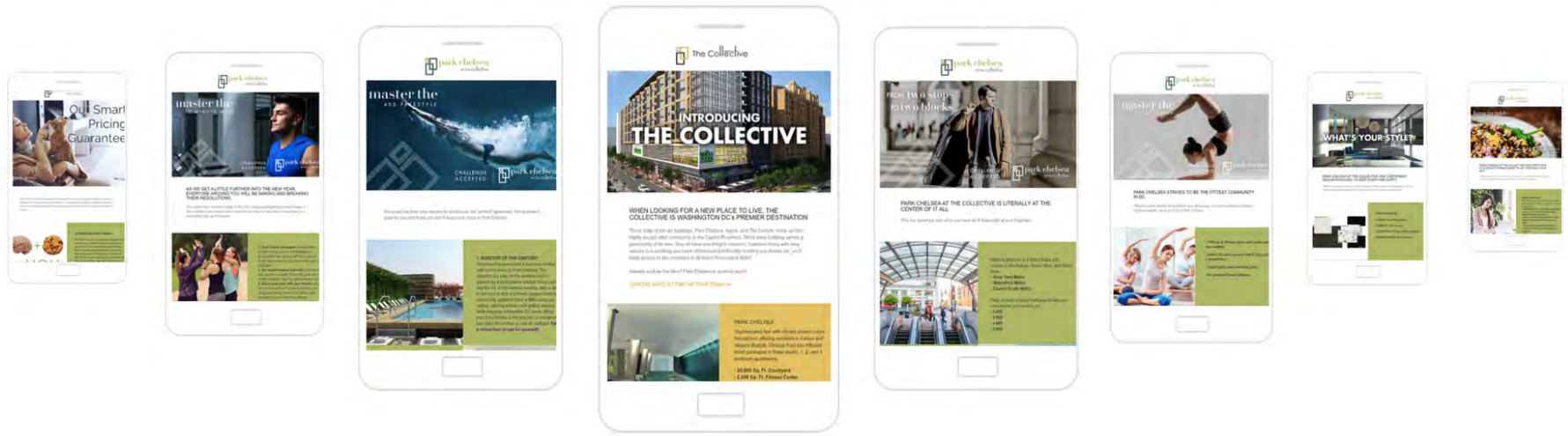
MVP LEASING AGENT

KICK IT UP A NOTCH WITH
POP-UPS, AI, AND EMAIL



8 EMAIL DRIP CAMPAIGN

INTRODUCING THE BUILDING AND THE NEIGHBORHOOD





MIKE'S NO-NOS

GENERIC LANDING PAGES

ONLY ONE LEVEL OF CALL-TO-ACTIONS

NOT BEING ABLE TO ATTRIBUTE LEADS

LACK OF NURTURING

A wooden suspension bridge stretches across a dense, dark green forest. The bridge is made of wooden planks and has ropes on either side. The background is filled with tall evergreen trees. Overlaid on the image are several circular graphics: a large orange circle on the left containing the title, and four smaller white circles on the right containing the words 'OPS', 'WEBSITE', 'DESIGN', and 'CONCEPT' in orange text, arranged vertically along the bridge's path.

THE BRAND BRIDGE

OPS

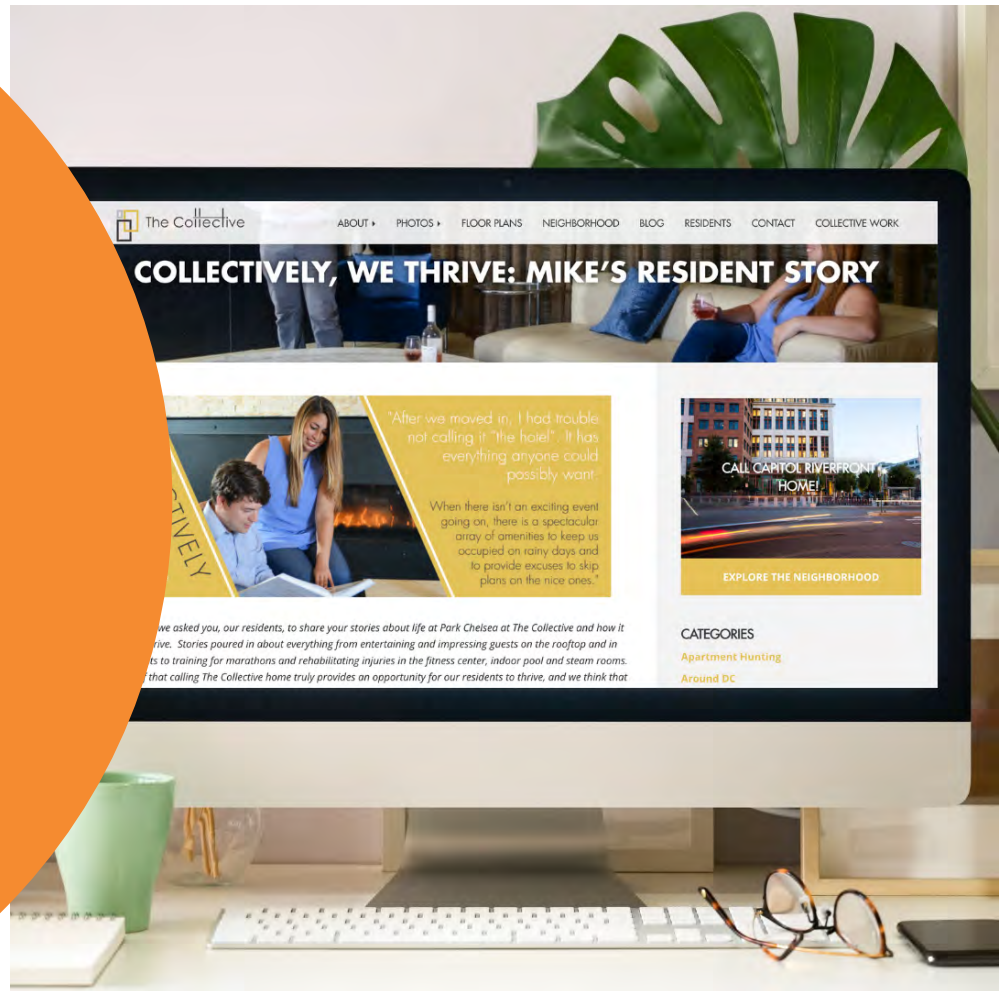
WEBSITE

DESIGN

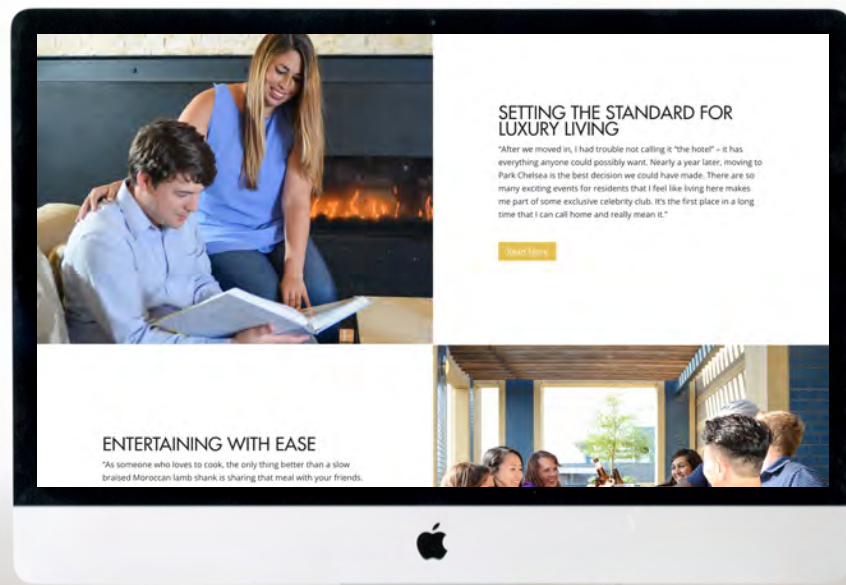
CONCEPT

LIVING YOUR
BRAND

USE SOCIAL PROOF TO
SHOW OTHERS LIVING
THE BRAND



BRANDING TIPS FIND REAL STORIES THAT RESONATE



SETTING THE STANDARD FOR LUXURY LIVING

"After we moved in, I had trouble not calling it "the hotel" – it has everything anyone could possibly want. Nearly a year later, moving to Park Chelsea is the best decision we could have made. There are so many exciting events for residents that I feel like living here makes me part of some exclusive celebrity club. It's the first place in a long time that I can call home and really mean it."

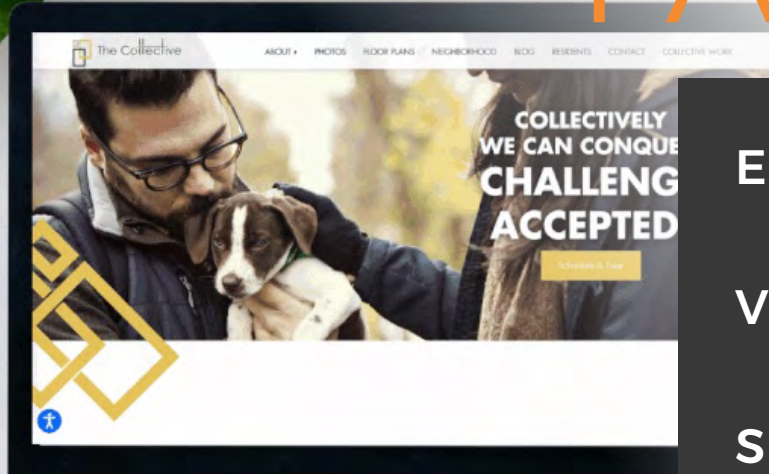
[Read More](#)

ENTERTAINING WITH EASE

"As someone who loves to cook, the only thing better than a slow braised Moroccan lamb shank is sharing that meal with your friends."



TAKEAWAYS



ESTABLISH YOUR STORY

VISUALLY TELL YOUR STORY

STORIES > DESIGNS

OPERATIONS





COMMUNAL AMENITIES

103,000+ SQUARE FEET
OF AMENITY SPACE

SHARED BETWEEN ALL THREE
BUILDINGS

URBAN COUNTRY-CLUB
LIVING IN DC





CENTRAL
LEASING
OFFICE

LEASING CENTER EXPERIENCE

KEEP THE ONLINE & OFFLINE
EXPERIENCE CONSISTENT

MORE CHOICES, MORE
ACCESS, MORE CONTROL



BUILDING A TRUE COMMUNITY

HIRE AN ACTIVITIES MANAGER

COLLECTIVE CONTESTS

RESIDENT-LEAD EVENTS

COMMUNITY-LEAD EVENTS

NEIGHBORHOOD
SPONSORSHIPS



HOLLI'S NO-NOS

THINKING BRANDING STOPS UPON LEASING

NOT CONNECTING EVERY DECISION
BACK TO YOUR STORY

LACK OF RESIDENT-GENERATED CONTENT

A woman in a white tank top and denim shorts is walking a small, fluffy dog on a leash along a wooden boardwalk. In the background, there is a large, cascading water feature with many small jets of water. Another person is sitting on a chair to the left. The scene is outdoors and appears to be a public space or park.

TAKEAWAYS

CENTRALIZE YOUR RESOURCES

AMENITIES TIE INTO YOUR STORY

LEAN INTO YOUR RESIDENTS



PROOF IS IN THE PUDDING

**LOWER MARKETING
SPEND PER DOOR**

**70+% RESIDENT
RETENTION RATE**

**INSANE NUMBER OF
RESIDENT REFERRALS**



Q / A



COME SAY

Hello!





HOLLI BECKMAN

**CHIEF MARKETING OFFICER
OF WC SMITH**

@Apartmentalist



MIKE WHALING

**PRESIDENT & FOUNDER
OF 30 LINES**

@30Lines



BARBARA SAVONA

**CEO & FOUNDER
OF SPROUT MARKETING**

@SproutMarketing

COME FIND US WITH QUESTIONS! WE WANT TO HEAR FROM YOU!

THANK YOU

Holli Beckman, CMO of WC Smith

HBeckman@wsmith.com

Mike Whaling, President & Founder of 30 Lines

mike@30lines.com

Barbara Savona, CEO & Founder of Sprout Marketing

barbara@watchyourbusinesssprout.com

