

A group of four people (three women and one man) are celebrating in a modern apartment. They are all smiling and laughing, with their arms raised. The man on the left is wearing a white shirt and has his arm raised. The woman in the center is wearing a light-colored blouse and is holding a glass of champagne. The man in the background is wearing a light blue shirt and is also holding a glass of champagne. The woman on the right is wearing a dark sleeveless top and is holding a glass of champagne. Confetti is falling all around them, creating a festive atmosphere. The background shows a modern apartment interior with large windows and a brick wall.

MORE THAN AN APARTMENT

 BOZZUTO



CAMPAIGN OVERVIEW

More Than an Apartment...

The beginning of each year is filled with healthy living, snow, and passion. Let's kick off the start of 2017 with experiences and memories that'll last a lifetime. From the time our future residents first inquire to when they sign their renewal, we make coming home special by cultivating a community. To give you more time to plan fun and creative things for your community, we're now rolling out our marketing campaigns quarterly.

Inside this campaign:

- Campaign Overview
- Leasing Ideas
- Experiences
- Email Campaigns
- Social Media
- Retail Marketing
- Photo Bank
- Inspiration



LEASING IDEAS

Gift Ideas

Suggested January:

- Soothe Package
Gift card to local spa for a Zen experience.
- Cheers to a healthier New Year and You
Enjoy 10 complimentary personal training sessions on us.
- Raffle Idea: Take a snow day and ski
Enter to win a \$1,500 gift card to your favorite ski resort, or a new pair of skis or snowboard.
- Bundle Up
Receive a \$500 shopping spree to Patagonia or North Face.
- Joy and Juice
Kick start your new year with a Ninja Juicer complimentary with your new home.

Suggested February:

- Cozy Package
Netflix subscription + bottle of champagne + cozy blanket.
- Break ups don't have to be messy
We'll pay your current lease's 'buy out' fee, or for movers to help get you into the perfect home.
- Date Night on Us
Complimentary dinner for two at a local restaurant.
Amp it up: Include transportation to and from destination.
- It's Nespresso
Warm up with your new Nespresso machine.

Suggested March:

- Three month subscription to one of the following: [BlueApron](#), [HelloFresh](#), [BarkBox](#), [KitNipBox](#), [Trunk Club](#), [Birchbox](#), [Cratejoy](#), [VINEBOX](#), [MistoBox](#), [POPSUGAR](#)
- Customized gift from [Loop & Tie](#) (\$25 - \$200)
Bonus: Perfect for a renewal gift
- Spring Break:
Receive a \$1,500 travel voucher, or a gift card to [Airbnb](#).





EXPERIENCES THAT MATTER

 BOZZUTO

Find Zen in the New Year

The new year is about feeling your best and being healthy in mind, body and spirit.

Relax and unwind

We know the apartment search process is stressful, so let's make it easy for prospects to make a decision on their new home. Not just by offering a Zen experience, but by extending that into their tour and residency.

- Partner with [Soothe](#) who can provide a 5-star massage therapist anytime, anywhere, within 1 hour and host a free massage event or include them as part of your promotion.
- Host a prospect yoga event in your yoga studio.
- Serve herbal teas, cucumber water, KIND bars, fresh vegetables or sushi.
- Give out Teavana gift cards.

Health Food/Juice Bar

After the holidays, people are especially eager to eat healthy. Let your guests know you care about their health by serving up fresh, wholesome snacks at your next event.

- Set up a veggie, yogurt or smoothie bar and display KIND bars with coconut water and fresh fruit.
- Raffle a Ninja Juicer or a smoothie maker.
- Gift card to [LuluLemon](#).
- Bring in a local chef to do a healthy food cooking demonstration.



Spread the Love

Spread the love with sweet treats and doting deals. Whether it's a prospect flirting with the idea of moving in, or a resident swooning over fun festivities, they'll fall head over heels for your community.

Pop Up Snow Day

- Set up a hot chocolate bar with all of the toppings.
- Promote a Winter Wonderland Photo Contest on social media and invite residents to post photos of their best snowman, or beautiful landscape from their window.
- Offer move-in costs that equal the temperature outside or the number of inches of snow.
- For larger budgets, raffle a ski trip, skis, snowboards or gift cards to Patagonia.

Let Love Brew

- Invite a local mixologist or bar to host a happy hour in your clubroom.
- Serve up these specials on tap including two tickets to a local brewery tour.
- Dinner on us at a local pub.
- For larger budgets, offer a home brewing kit.
- Deliver cold brews door to door during the winter storms.

- Celebrate National Coffee Break Day on January 20th
 - Invite your local coffee retailer to set up a coffee bar in the clubroom.
 - Set up a treat bar to go with coffee (think donuts, biscotti, scones, etc.).
 - For larger budgets, raffle a Nespresso machine.



It's #Puppy Love

Host an event that shows residents and prospects that #BozzutoLiving is totally worth it.

Rest your Paws Yappy Hour

- Reach out to local retailers and dog walkers to host a Yappy Hour in the lobby or clubroom for prospects and residents. Encourage prospects and residents to showcase their pups cutest winter sweater and post their photo with #puppylove and tag your community. The winner with the most likes receives a gift card to Baroo.
- Offer move-in incentives for their four-legged best friends such as waived pet fee, a subscription to BarkBox or Kitnip Box, or branded pet bowls.
- For larger budgets, hire a photographer to take photos of our four-legged friends and display them in your pet washing room.

Locally Curated

- Host an event and invite local artists.
- Offer to showcase their art throughout the property for the weekend. If prospects lease, they can select a piece of art, compliments of their new community.
- Host a Paint & Sip night to showcase your residents' talent.



EMAIL CAMPAIGNS



January Emails



New Year. New Goals. New Home. We know this year is all about taking on your aspirations. Join us at **{PROPERTY NAME}** to find out how our open layouts, stellar amenities and top-notch services will help you conquer 2017, while **{INSERT INCENTIVE}** helps pump up your pockets.* Schedule your tour today to see how you can find your perfect home for your perfect year.



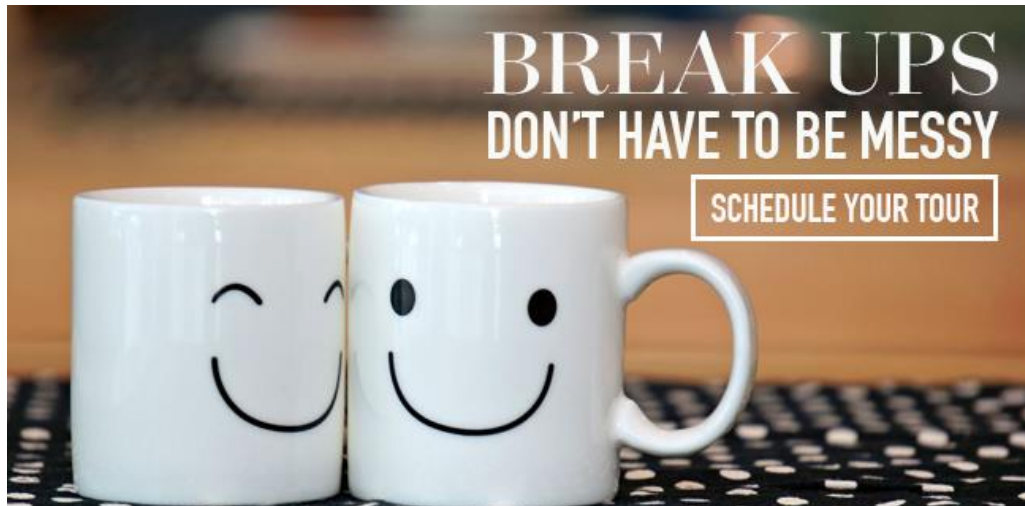
Relax and unwind in your brand new apartment at **{PROPERTY NAME}**. We've made leasing easy and want to extend the Zen with a complimentary massage from a 5-star massage therapist in your new home, anytime you need to soothe your stress away. Just another way we'll make life a little easier at **{PROPERTY NAME}**. Keep calm and treat yourself this new year.



February Emails



Winter keeping you snowed in? At **{PROPERTY NAME}**, we have you covered. Stay cozy and enjoy a virtual tour of our amazing community, featuring stunning amenities and expansive floor plans. Apply online from the comfort of your couch today and we'll reward you with **{INSERT INCENTIVE}**.*



Have you and your current home outgrown one another? At **{PROPERTY NAME}**, you can have the break up without the mess. Leave your current apartment home and treat yourself in a big way. Lease this February and receive **{INSERT INCENTIVE}**.* It's time to move on and move in. Schedule your tour today. We know you'll fall in love.



March Emails



Looking for a new home for you and your pets? Look no further. **{PROPERTY NAME}** has the floor plan to fit your needs. Schedule your tour to learn about our top-notch services and pet-friendly environment. Lease before (insert date here) and we'll treat your furry friend to **{INSERT INCENTIVE/EXPERIENCE: complimentary dog walking service for three months, BarkBox subscription, etc}.***



At **{PROPERTY NAME}**, we're all about recharging our community with creativity. Be it artistic, culinary, humorous, or anything else—see how our gorgeous apartment homes and amenities can help give you the freedom to express yourself. Join us on **{INSERT DATE}** for a personalized tour. Lease by **{INSERT DATE}** and we'll treat you to **{INSERT INCENTIVE/EXPERIENCE: complimentary piece of art by local artist, complimentary paint night with 5 friends in clubroom}** so you can start to express your inner creativity.



SOCIAL MEDIA

#BozzutoLiving

We want to express to our residents and prospects why #BozzutoLiving is more than a typical apartment. We bring the word, “home” to a totally different level. Let’s show everyone why by using the #BozzutoLiving for all of your posts this year. What does your Bozzuto community do differently than others? Let’s share our ideas and get creative! We all know, Bozzuto brings it.

Inspiration:

- Do something nice for your residents. Show them why #BozzutoLiving is the best.
- Introduce your staff with selfies or ussies.
- Post photos of residents engaging with your amenities.
- Invite a local bar to host a happy hour.
- 13 Post photos of our furry residents.

Hashtags:

- Tag your photos and don’t forget to @username to any business, resident, or services you’re featuring.
- Use #BozzutoLiving to showcase your creativity in 2017.



A golden retriever is lying on its side on a grey sidewalk, looking towards the left. In the background, a person in a dark coat and pink pants stands in front of a store window, holding a white envelope. The store window displays various items, including books and decorative objects. The scene is set on a city street with a brick building on the left.

RETAIL THERAPY

 BOZZUTO



Retail Love

Super Bowl Sunday

Work with local retailers to designate a space in their restaurant to host a Super Bowl party, or provide their favorite game day appetizers so residents can mingle and watch the game in the clubroom.

Share The Love

Partner with local retailers to create experiences for residents/prospects, such as a romantic dinner for two or a couples massage. You can present these ideas as resident referrals or leasing incentives.

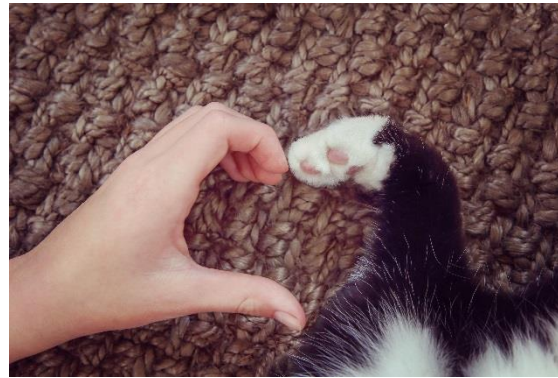
Spring Into Something New

Create a partnership with local restaurants and have them showcase their new spring menu, possibly a food and wine pairing? The event can take place in your lobby or clubroom and invite your residents and prospects for a fun evening with great food! Remind residents on your social account that they can receive discounts with their Resident Passport Cards.



PHOTO BANK





Click [here](#) to download images of the Quarter 1 2017 Image Bank. Please use them for social media, flyers, emails, etc.





Looking for more inspiration this quarter for great leasing ideas and resident events? Check out the links below for recipes and more to get those creative juices flowing!

- [Bark Box](#)
- [Blue Apron](#)
- [Container Store Contact](#)
- [Trunk Club](#)
- [HelloFresh](#)
- [Kitnip Box](#)
- [Loop & Tie](#)
- [St Patrick's Day](#)
- [Netflix](#)
- [Patagonia](#)
- [Rent The Runway](#)
- [Valentine's Day](#)

For more inspiration, visit our Pinterest page
<https://www.pinterest.com/thebozzutogroup/>

