



## MARKETING CAMPAIGN

Goals and strategies for resident support and engagement through signage, collateral and social media.

## A NOTE FROM THE MARKETING TEAM

First and foremost, we want to give a heartfelt **THANK YOU** for providing essential support our residents and communities. We have been so encouraged by your stories of hope, compassion and strength through this time. Your commitment has been, and continues to be, an inspiration to us as we work on the ALL IN campaign.

We are so excited to roll out the ALL IN campaign that promotes health, connection, information and positivity. We feel the fostering of virtual connections gives us the incredible opportunity to unite our communities in the battle against COVID-19. With that said, connection is at the heart of this campaign.

We would like to thank you in advance for everything you will do to make this campaign success. We can't wait to see what is to come!

## LET'S GET SOCIAL!

The property Facebook page will be the platform for virtual connection in your community. We have some exciting plans to connect, engage and inform your residents!

Let's Get Social! Campaign Details ..... pg. 3

## SIGNAGE + COLLATERAL KIT

Signage and collateral has been designed to combat the spread of COVID-19 and promote engagement with your property's Facebook page.

### Standard Kit Contents

- ☐ Promotional Bandits (x1 per office and mail center/vestibule) ..... pg. 4
- ☐ Promotional Drip Bandits (x8) ..... pg. 5
- ☐ Promotional Flyers (x1 per elevator and/or laundry room) ..... pg. 6
- ☐ Social Distancing Floor Decal (x2 per office and mail center/vestibule) ..... pg. 7
- ☐ Stop the Spread of Germs Tabletop Sign (x1) ..... pg. 8
- ☐ Paddle Signs (x1 per household and employee) ..... pg. 9
- ☐ "Need Help?" Window Cling (x1) ..... pg. 10

### A La Carte Kit Contents (Optional)

- ☐ Amenity Currently Closed Sign ..... pg. 12
- ☐ "We are Virtually Open" Sign ..... pg. 13
- ☐ "We are Open Virtually and by Appointment" Sign ..... pg. 14
- ☐ "Our Doors are Open" Sign ..... pg. 15

## ORDERING

### Workfront Path: Marketing >> Dominion Design Studio >> ALL IN Signage and Collateral

- **Standard Kit Ordering:** All items in the standard kit will be provided. Additional or replacement items can be ordered at an additional cost.
- **A La Carte Ordering:** A La Carte items do not come with the standard kit and should be ordered if needed. Fulfillment time will be approximately 5 business days.

## DELIVERY TIMING

- The standard kit will arrive in phases in the month of April. Please use the list above to track delivery and place the items according to the instructions immediately as they arrive.
- A la carte kit items will arrive approximately 5 days after they are ordered.

**LET'S GET SOCIAL!**

**BUILD A VIRTUAL COMMUNITY**

## OVERVIEW

With fostering connection in your community at the core of our purpose, the marketing group will be posting to the property's Facebook page three times per day. We will manage and interact with commentary to ensure the page remains a positive space.

Please check the DC Social Media Page for updates regarding our social media campaign.

## GET SOCIAL!

Posting suggestions are very welcome! Please share your ideas by submitting a Web Change and selecting Facebook as the change category. Although not required, we encourage you to Like and Follow your property's Facebook page with your personal account, as it will help you stay attentive to the page activity.

**We would love your help** encouraging participation among both your site team and residents! All of the promotional items included in the signage + collateral kit are designed to build excitement around your community Facebook page, so we ask that you focus on promoting connection when you interact with your residents for maximum engagement!

## PROMOTION ACTIONS

- Place signage according to signage + collateral kit directions
- Ask residents to Like and Follow the property's Facebook page
- Share your excitement about the themes and activities
- Encourage residents to participate
- Focus on email saturation to ensure your residents are receiving all communications

## **STANDARD KIT CONTENTS**



### 18" x 24" BANDIT SIGN

**Purpose:** Promote the ALL IN Campaign and engagement with the property's Facebook page at your leasing office and mail center/vestibule entrances.

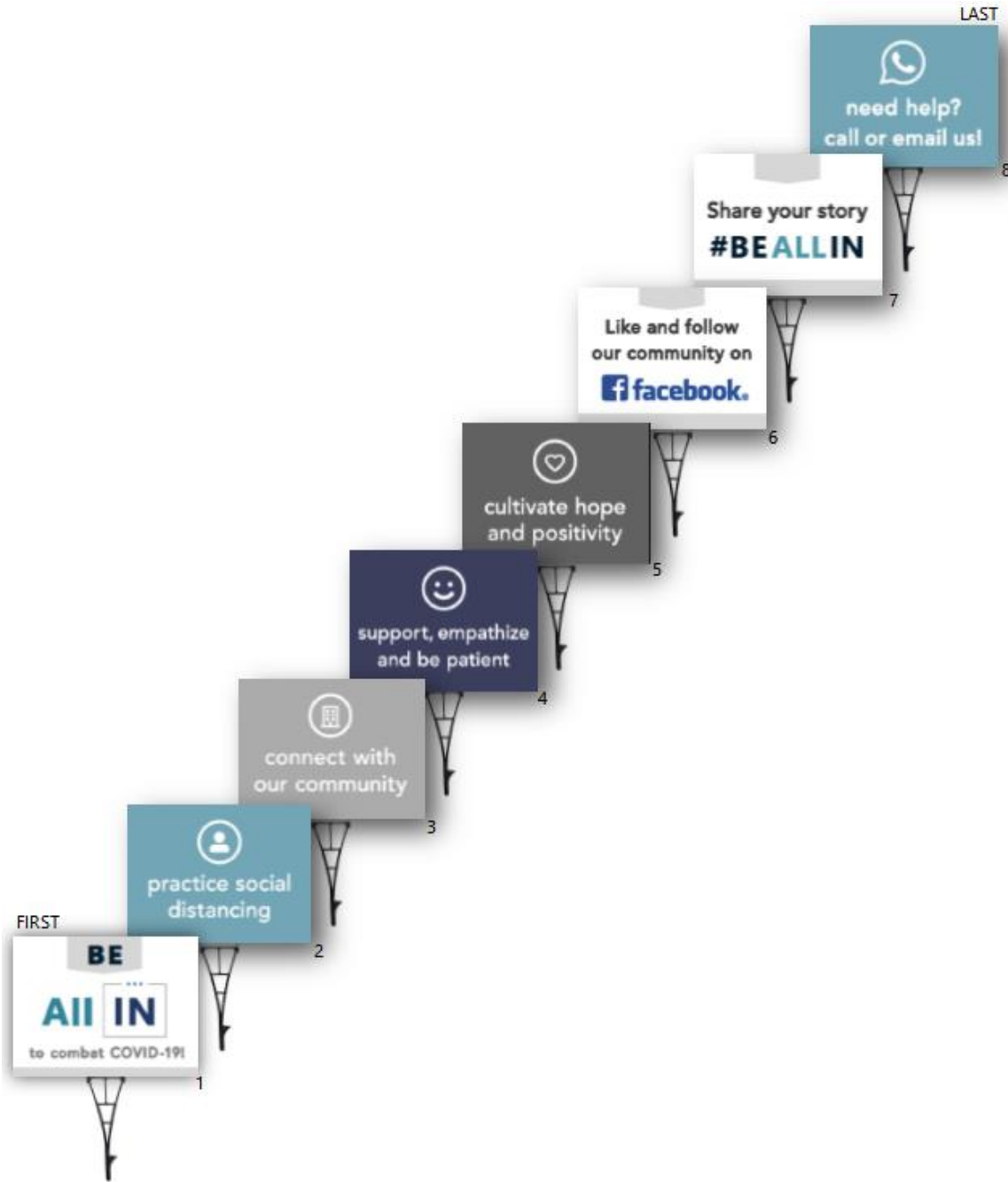
#### Placement 1: Leasing Office Entrance

Place one sign in the ground outside your leasing office door. If your leasing office does not have an exterior entrance, use the included adhesives to place one sign on the wall next to the office door.

#### Placement 2: Mail Center

Place one sign in the ground near each mail center/vestibule. Use the included adhesives to place one sign on the wall(s) near interior mail center/vestibules.

**Add photos of installed signage to Q:\Pending Photos\MKT - ALL IN Site Signage**



### 24" x 18" BANDIT SIGNS (x8)

**Purpose:** Engage your residents with a signage drip as they travel your property driveway or walk through a highly trafficked hallway.

#### **Placement: Driveway or Hallway**

Using the order shown above, place all (8) signs evenly and approximately 5 feet apart. Properties with long driveways leading to the apartment buildings should place the bandit signs in the ground and on the right hand side of the road. The signs should not be placed on public roads. Properties without driveways should use the included adhesives to place on the wall of a highly trafficked hallway.

**Add photos of installed signage to Q:\Pending Photos\MKT - ALL IN Site Signage**



### 8.5" x 11" FLYERS

**Purpose:** Promote the ALL IN Campaign and engagement with the property's Facebook page in your elevators and laundry rooms.

**Placement 1: Elevator(s)** *(if applicable)*

Place one flyer inside a snap frame in each elevator car.

**Placement 1: Laundry Room(s)** *(if applicable)*

Place one flyer inside a snap frame or on a bulletin board in each laundry room.

*We have included additional flyers for placement in highly trafficked areas if applicable.*

**Add photos of installed signage to Q:\Pending Photos\MKT - ALL IN Site Signage**



### 12" x 12" FLOOR DECALS

**Purpose:** Encourage social distancing in your leasing office and mail centers/vestibules.

**Placement 1: Leasing Office Entrance**

Place two floor decals, six feet apart, outside your office door.

**Placement 2: Mail Center/Vestibule**

Place two floor decals, six feet apart, outside each mail center/vestibule.

**Placement 3: Elevator Lobby**

Place two floor decals, six feet apart, outside each elevator lobby.

*Installation instructions will be included with the floor decals.*

**Add photos of installed signage to Q:\Pending Photos\MKT - ALL IN Site Signage**



## 17" x 11" TABLETOP SIGN

**Purpose:** Promote best practices to stop the spread of germs.

**Placement:** Leasing Office Desk

Place on the leasing desk in a highly visible location.

*Add photos of installed signage to Q:\Pending Photos\MKT - ALL IN Site Signage*



## 8" x 12" PADDLE SIGNS

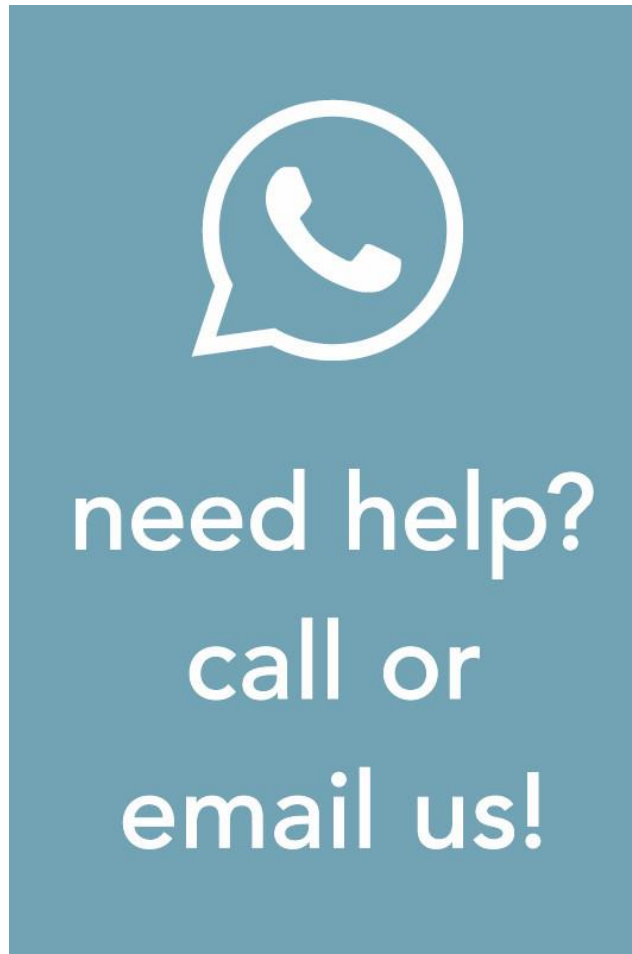
**Purpose:** Facilitate engagement unite site team and residents on a common goal/topic

The kit provides one paddle for each household and employee at the property.

### **Placement: Resident Doors**

Place one paddle sign on the door of each occupied apartment with the FRONT facing out.

**Activity:** Show your residents how you are **ALL IN**. Take individual or team photos holding this paddle while showing how you are ALL IN!

**4" x 6" WINDOW CLING**

Remind your residents that you are available to help virtually.

**Placement: Office Window or Door**

Place the window cling on your leasing office door or window in a highly visible location.

*Add photos of installed signage to Q:\Pending Photos\MKT - ALL IN Site Signage*

# A LA CARTE KIT ITEMS

(OPTIONAL)

**AMENITY CURRENTLY CLOSED**

Sign Types Available:

- (1) 8.5" x 11" Acrylic Mounted Sign
- (2) 8.5" x 11" Flyer
- (3) 8.5" x 11" Hanging Window Sign
- (4) 18" x 24" Bandit Sign
- (5) 24" x 36" A-Frame Insert

**WE ARE VIRTUALLY OPEN!**

Sign Types Available:

- (2) 8.5" x 11" Flyer
- (3) 8.5" x 11" Hanging Window Sign
- (4) 18" x 24" Bandit Sign
- (5) 24" x 36" A-Frame Insert

**WE ARE OPEN VIRTUALLY AND BY APPOINTMENT!**

Sign Types Available:

- (2) 8.5" x 11" Flyer
- (3) 8.5" x 11" Hanging Window Sign
- (4) 18" x 24" Bandit Sign
- (5) 24" x 36" A-Frame Insert

**OUR DOORS ARE OPEN! WE ARE HERE FOR YOU.**

Sign Types Available:

- (2) 8.5" x 11" Flyer
- (3) 8.5" x 11" Hanging Window Sign
- (4) 18" x 24" Bandit Sign
- (5) 24" x 36" A-Frame Insert

