



FALL 2023 HOUSING FAIR.

Do you feel the
Ken-ergy?

Central Michigan
HOUSING FAIR

THURSDAY
November 9
12-4PM

BOVEE UNIVERSITY CENTER
ROTUNDA ROOM

CM Life

- Apartment Mgt Group
- Casa Loma
- Lexington Ridge
- Appian Way
- Copper Beech
- LaBelle Realty
- Marshall's College Rentals
- Olivieri Mgt
- Parlo Properties
- Quality Apts
- Tallgrass Apts
- The Edge
- The Reserve
- Village at Bluegrass
- United Apts
- Deerfield
- Jamestown
- Union Square
- West Campus Village
- West Point Village
- Yorkshire Commons
- University Meadows

It all started with a certain movie, a pitch-off and a pink box!

With all the hype around this past summer’s BARBIE movie, it was easy to choose the theme for this year’s annual Fall Housing Fair would be. Our local housing companies love a good theme, and so do we.

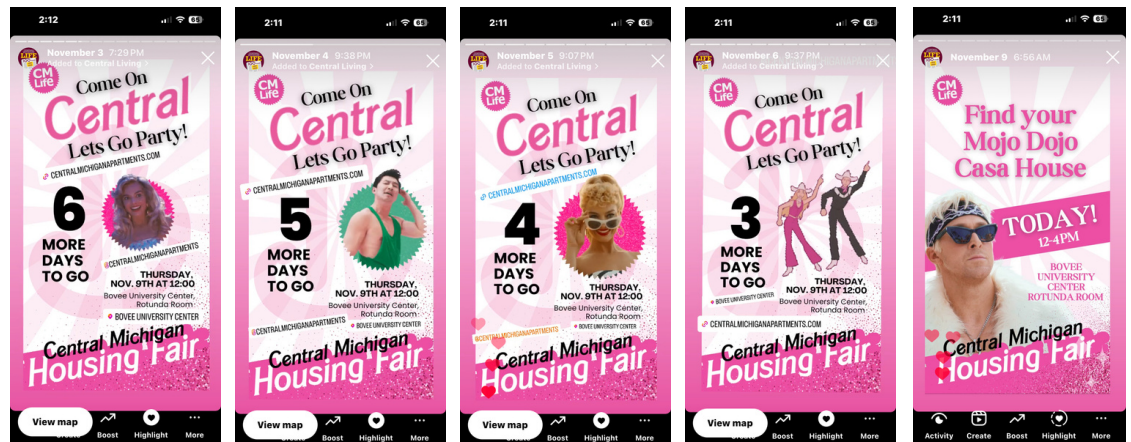
To spark new ideas, we kicked off a monthly Pitch-Off Contest. Each month had a different advertiser or promotion that team members created campaigns for. In October, the Pitch-Off was for the Barbie Housing Fair event.

Account manager Mason Turner won with a social media countdown and a traveling Barbie Box to hype the event. Designer Kendyl Wilson added all the campaign sparkle!

SOCIAL MEDIA CAMPAIGN Instagram/Facebook/Twitter Posts

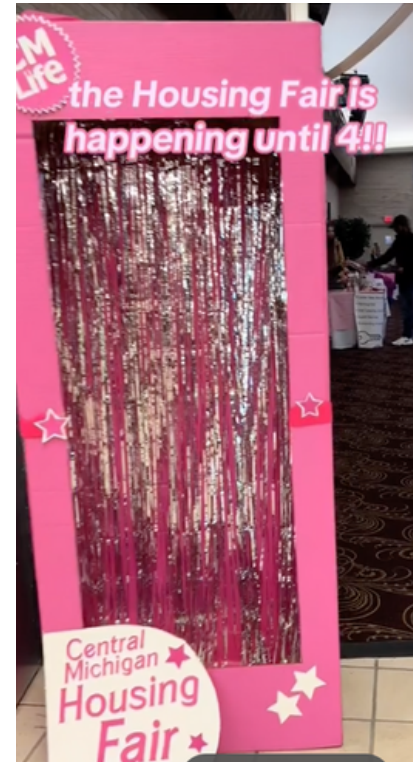


Instagram/Facebook Stories



Social posts ran every day starting 8 days out on every platform (Facebook, Twitter and Instagram). On Instagram there was an additional story ad running to promote the event.

Tik Tok and Reels



Click on the images above for our TikTok and Reels advertisements.

The first ad was a pre-event promotion 3 days prior to event. Students could find us in the University Center outside of the Food Court and get in the box for selfies. If they posted it to their Instagram stories and tagged CM Life they were entered into a drawing for a \$100 gift card to Target! This pre-promotion “influencer” type ad helped spread the word of the event.

The second and third ads were day of the event messages to remind students of the fun they were missing. #fomo

We also generated classroom flyers the street team distributed around campus to hype the event.

Classroom Flyering



At The Event



Event revenue from participating apartment complexes was \$3,250. Thirteen housing complexes participated and more than 200 attendees visited their tables.

More than anything, this event builds awareness of the various housing complexes and increases CM Life's brand as the go-to for information on apartment choices. We distribute our Central Living magazine and promote our apartment website www.centralmichiganapartments.com through this event.