

FALL 2025 HOUSING FAIR.

We can't get enough of themes - and neither can our clients!



With all the hype around the most recent season of LOVE ISLAND, it was easy to choose the theme for this year's annual Fall Housing Fair. Our local housing companies love a good theme, and so do we.

To spark new ideas, the business team brainstormed ideas for a heavy-video TikTok/Reels campaign utilizing trending sounds and imagery related to Love Island

Multi-Media editor Mckenzie Nowak, took the lead creating a spot-on social campaign to hype the event. Clients and readers were thrilled with the vibe and we had our best attendance in years for this Fall event!

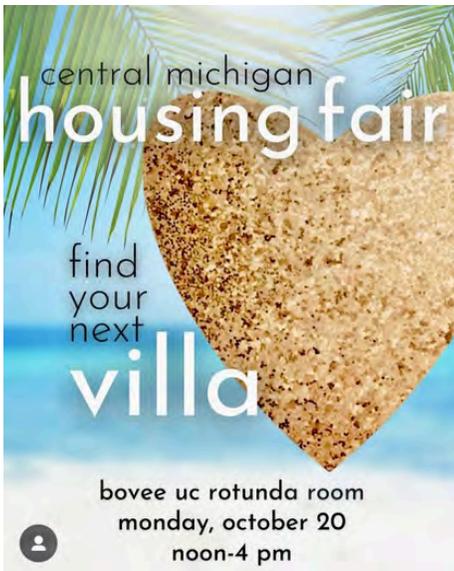
Engaging our audience primarily through the use of TikTok and Instagram Reels had more engagement than previous years.

There was a total of 48,115 views and more than 19,500 accounts were reached.

SOCIAL MEDIA CAMPAIGN

Instagram/Facebook/Threads Posts

Social posts ran every day starting 8 days out on social platform (Facebook, Threads and Instagram).



TikTok/Reels/Stories

Social posts ran every day starting 8 days out on every platform (TikTok, Instagram Reels). On Instagram there was an additional story ad running each day to promote the event. Click on the red arrows to see content.



STREET TEAM HYPE MARKETING

Tik Tok and Reels

We used campus residence halls and the University Center to target students who live on campus and are eligible to move out. We also used the UC as a visual to help direct them where the event is being hosted. The day of the event we began posting every ½ hour to Instagram stories and TikTok, featuring the event, and what clients were offering for lease bonuses and giveaways. Click on the red arrows to see content.



News Racks

Assistant Advertising Manager, Mickie Dausey, came up with an engaging series of news rack “takeovers” to get the message out! These were featured at high-traffic locations and provided a fun take on the theme, utilizing some actual Love Island participants and common phrases used in the program. Flying and A-Frames around campus were also utilized.



CLIENT PARTICIPATION/REVENUE At The Event

Event revenue from participating apartment complexes was \$3,000. Twelve 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 use this event to distribute our Central Living magazine and promote our apartment website www.centralmichiganapartments.com.

