



**CASE  
STUDY**

# BIRCH MEADOWS

BETTER LIVING, NATURALLY.

## THE ASSIGNMENT

Birch Meadows is the latest development from Lafford Properties. Currently under construction, interested parties can pre-lease their suite for a fall 2021 occupancy.

An apartment complex of this calibre needs a robust pre-lease mechanism to not only generate awareness but also to ensure that it finds quality tenants to occupy its suites during that critical first year.

## THE AUDIENCE

Following thorough market research, BrainWorks targeted seniors either coming back to the province to retire or choosing to downsize.

## KEY FINDINGS

- Targeting potential tenants living outside of the province was crucial.
- A robust funnel system was needed to transform leads into tenants.
- The development also needed a fully responsive website where interested parties could find more information about the project and, more importantly, get in touch with their future landlord.

## RESULTS

- Using a mix of social media and digital ads to generate leads, we were able to generate a sizable quantity of leads during the first 3 months of the campaign. The building is already over 15% pre-leased by fully committed future tenants with deposits in hand.
- Considering the minimal budget for this first phase of our advertising campaign, the results we're already seeing speak to the importance of consistency and careful planning.



