



## CASE STUDY

### LUXURY APARTMENT-HOME COMPLEX (HUNTSVILLE)

After our client's choice of names was nixed due to a prospective copyright issue, the agency was charged with developing a branding strategy and a name for the complex. Our research uncovered a number of key facts—leading to a number of key conclusions. The top two were:

- 1) The complex offered a quality-and-amenities package equal to the existing “best complex in town”, but at a lower price. Moreover, given the highly practical nature of Huntsville's substantial Engineer population, the agency proposed positioning the complex as not merely a solid lifestyle choice, but a very good value.
- 2) The agency interviewed a representative of the local chamber—who told us that a large number of new residents in our complex's area were moving to Huntsville from Virginia. Which inspired us to find an online listing of every city in the state of Virginia—which, of course, is where we found the name below.

In addition to the name, we developed the brandline: LIVE SMART. LIVE BRIDGEWATER. We then developed the project's website and primary collateral material.

## LOGO



# BRIDGEWATER

A P A R T M E N T H O M E S



## WEBSITE HOME PAGE





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## BROCHURE



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**LIVE SMART.  
LIVE BRIDGEWATER.**

Imagine a residential community that gets things right. Not just the big things—like location, floorplan selection and the amenities you expect. But the little things, too—like brushed nickel fixtures, loft-style track lighting and maple kitchen cabinets. Details that add up to the kind of place you can call home. A place for your life, not just your stuff.

At Bridgewater, we've made it our job to think of just about everything.

Including you.

hello

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