

Promotional Event Mailer

When a company needs to relocate employees, it may bring in its own human resources professionals, real estate agents, and even corporate housing providers to help with the move. Residential real estate companies value their relationships with these professionals, and want to make them aware of what properties they have to offer.

Create a promotional mailer for one of the three major leasing agents

Carter-Haston
Lincoln Property Company
Greystar Real Estate

Your mailer will be sent to valued professionals to let them know about the features of a new rental development in Atlanta, and invite them to an event at the property. Professionals in this niche industry receive constant invitations to tour new properties, so the mailer needs to let recipients know your client is going all out for this event. Your client only expects about 12% of those who receive the promo will actually attend the event, and wants all recipients to be excited about the property, so the mailer should also communicate the features of that property. Your promotional mailer needs to be appealing and memorable **IN RELATION TO THE EVENT AND THE RENTAL PROPERTY.**

Build a prototype to present to the client, assuming the piece will be created in an edition of 100 to 500. While some custom handwork may be acceptable on the final run, you should try to anticipate budget constraints and commercial printing and assembly as much as possible in order to get a good grade. Create all the components necessary to control the experience of the recipient when they get it in the mail.

Finish the promotion itself no later than April 14 in order to have time to document the project. Photograph your comps and output images on board for your portfolio. Your boards should tell the story of your design, with some pieces shown in photographs and some shown as flat artwork.

You may also create 3D comps to be carried in your portfolio.

Late work will be marked down one letter grade for each day it is late after May 5.

Mar 24	MSC check in; Critique infographic
Mar 26	Upload infographic to Sharedspace. Discuss Promo
Mar 31	MSC check in; bring in promo item to share and discuss.
Apr 02	Pin up sketches (not printouts) by midclass
Apr 07	MSC check in; share crude 3D comp for peer crit
Apr 09	Critique of promo item.
Apr 14	MSC check in; complete your comp of promo item and its mailing container
Apr 16	Photography day: bring your finished comp!
Apr 21	MSC check in; present drafts of your boards
Apr 23	Conferences; attendance optional
Apr 28	Final crit on Promo item
May 5	Turn in all digital and hardcopy materials by 5pm