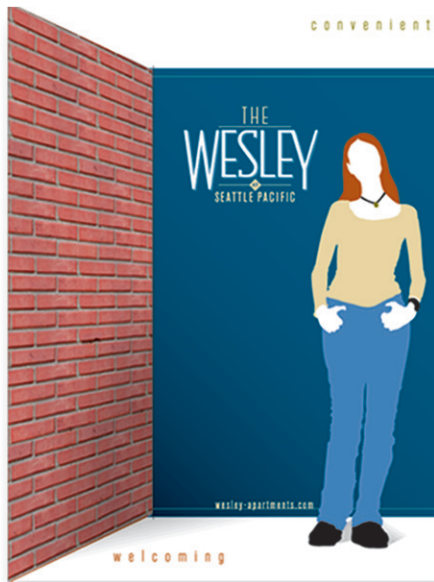


THE WESLEY AT SEATTLE PACIFIC

Identity |



Print |

Approach:

The Wesley is a new student housing facility designed for Seattle Pacific University. To introduce these new apartments to students, GIRVIN developed a fast-paced, motion-based Web site, brandmark, brochure, as well as an accompanying email postcard designed to promote viral marketing.



Result:

The site provided visual floorplans, spoke to the benefits of the surrounding community and featured compelling design specifically created to resonate with potential residents: the students. Using dynamic visuals that capture the energy of the location, we were able to create a Web presence and collateral materials that was attractive to younger students and an effective marketing tool in increasing occupancy.



| Interactive