



2019 MARKETING, CONSULTING + EVENTS RECAP

DATE

JANUARY - JUNE 2019

PREPARED BY

BILL KAE LIN

OWNER, BILL KAE LIN MARKETING

OVERVIEW

In an effort to build buzz and increase overall brand awareness, Bill Kaelin Marketing has curated unique marketing concepts on site for residents while cultivating strategic partnerships through local community outreach. This has sparked both loyalty to and recognition of the lilli Midtown name in the Atlanta community.

BKM has worked in conjunction with the leasing team to increase resident retention through various on site events each month. In addition to this, the BKM team has organized multiple outside events that align with the lilli Midtown brand in order to pass off warm leads to the leasing staff. This attention to detail and thorough vetting process has allowed for a seamless integration into the Atlanta market and secured a return on investment for the property.



QUALITY IS THE BEST BUSINESS PLAN.

A versatile consulting, events, and project management firm, Bill Kaelin Marketing applies in-depth cultural awareness, innovative marketing techniques, and unmatched experience and enthusiasm to drive buzz, action, and brand loyalty for our clients. We know that in order to keep the buzz you have to keep the ideas fresh, fun and approachable. Bill Kaelin Marketing brings a competent, creative, and personable approach to any undertaking or environment. And the best part? We #lovewhatwedo!

GENERAL CONSULTING

SPOTFIY PLAYLIST

BKM curated a Spotify playlist for the property to play in common spaces. This helped set the tone for the "lilli Midtown experience".

RESIDENT EVENT MARKETING

With so many resident events each month, the BKM team has helped the lilli Midtown leasing staff to put together a POA when marketing all resident events. This involves email, SMS, and on site promotions. In addition to this, the BKM team has worked directly with Chill Creative to create all event collateral for promotion. Prior to Chill joining the project, BKM handled collateral creation.

THE TOUR EXPERIENCE + MOVE IN

The BKM team has worked with Matrix Residential to refine the tour experience from start to finish. This included redesigning the tour route, implementing some personal touches, and curating a lilli Midtown takeaway bag for all guests. In addition to this, the BKM staff has helped the leasing team secure various move in gifts such as deals on wine from Mac's Beer and Wine and discounted annual memberships to the Atlanta BeltLine Partnership, granting new residents discounts to over 80 local businesses.



THE LILLI MIDTOWN TOUR BAG.

The BKM team curated branded:

- luxe reusable bags
- locally poured candles
- matchboxes
- personal notes

RESIDENT EVENTS

WINE DOWN WEDNESDAY

Every Wednesday evening residents are invited to enjoy a wine offering from Mac's Beer and Wine. Natalia, the wine expert from Mac's Beer and Wine offers an education on the first Wednesday of the month where she explains each wine being served that month and lets residents know where to purchase. BKM has secured discounted prices from Mac's and has arranged occasional catering from nearby restaurants such as Ponko Chicken.

TITO'S COCKTAIL CART

Twice a month on Monday evenings the leasing team offers a complimentary Tito's cocktail to residents. The team prepares each drink door to door. BKM crafts the drink recipe each month and has secured discounted pricing on both the Tito's Vodka and Montane Sparkling Water used in the cocktail.



RESIDENT BREAKFAST.

Twice a month on Saturday morning residents are invited to join a fitness class and then enjoy breakfast in the SkyLounge. BKM has secured fitness partners: Exhale Spa, Nicole Lemm, Julianna Pilates, and Vesta Kickboxing. BKM has secured discounted breakfast partners: Nectar Smoothies, Crepemasters, and Kale Me Crazy.

RESIDENT EVENTS CON'T

PERSONAL TRAINER THURSDAY WITH EXHALE SPA

Twice a month on Thursday evenings residents are granted access to a limited circuit class hosted by Exhale Spa. BKM established a partnership with Exhale Spa granting residents discounts on memberships and spa services. This offering is valued at \$500.00, but the BKM secured a price of \$150.00 per month.

SPRING MIXER

At the end of April residents were invited to a Spring Mixer to kick off warmer weather. This event was hosted in place of the first Wine Wednesday to accommodate an outside private event. Residents enjoyed a Tito's cocktails, wine, and dinner from Gusto. BKM handled event logistics and catering.



MID MONTH MAGIC CURATED GIFT.

Each month the BKM team sources a local product to gift to residents. Some past gifts include: Valentines Chocolates from Condor Chocolate, custom Candlefish lilli Midtown candles, and personalized succulents. The BKM team is sourcing lilli branded glass water bottles for the month of July.

RESIDENT EVENTS CON'T



OUTSIDE EVENTS

MIX AND MINGLE WITH MAAP

When: March 8th from 6-8pm

Attendance: 75 ppl

The Deets: BKM invited local networking group, Metro Atlanta Association of Professionals, to host their networking meet up for the month of March in the SkyLounge. Guests enjoyed tours of the property, wine, and charcuterie. BKM handled event logistics such as catering and marketing. In addition, BKM provided the leasing team with attendee data for follow up promotions.

ATLANTA FILM FESTIVAL

When: Friday, April 12th from 9pm - 12am

Attendance: 200 ppl

The Deets: BKM secured The Atlanta Film Festival's Nola Themed after party on the 25th floor. Guests enjoyed tours, a DJ, New Orleans inspired catering, and beverages. Residents were invited to this event and given exclusive access to the film festival. lilli Midtown was considered a bronze level sponsor which granted the property multiple mentions and features throughout the festival. This event was attended by press and media alike.



OUTSIDE EVENTS CON'T

COMPASS REALTOR EVENT

When: May 1st from 4-8pm

Attendance: 75 ppl

The Deets: BKM secured a realtor event hosted by Follow Brightstar | Compass. Guests learned about Compass' new project J5 and the lilli Midtown realtor incentive program. They also took tours and enjoyed wine, beer, and charcuterie. BKM handled event logistics such as catering and promotion.

ATLANTA BEST MEDIA PHOTOSHOOT

When: June 13th from 4-7pm

Attendance: 50 ppl

The Deets: BKM secured Atlanta Best Media's home improvement photoshoot. The Atlanta Best Media team, models, makeup artists, and photographers took over the 25th floor for an afternoon photoshoot. lilli Midtown will be featured multiple times in the hard copy publication and online via social media and their website.



FUTURE RESIDENT EVENTS

POOL PARTY

when: June 23rd from 1pm - 4pm

The Deets: Residents are invited to the ultimate spa day at the pool. They will enjoy lilli Midtown branded towels, frozen grapes, crab bites, frose, and hand massages from Exhale Spa. All food and beverage will be served by two servers dressed in lilli branded poolside gear.

YAPPY HOUR AT SIMON'S RESTAURANT

When: July 18th from 6-7pm

The Deets: Residents and their furry friends will enjoy a sampling of appetizers, a complimentary cocktail, and \$5 drink deals from the porch. Fetch Pet Concierge will be on site offering services and deals for all residents.

RESIDENT NIGHT OUT AT THE FOX THEATRE

When: July 27th at 7:30pm

The Deets: The Fox has set aside 20 tickets for residents to the Princess Bride as a part of the Coca Cola Summer Series. Residents will enjoy drinks and hors d'oeuvres in the Marquee club and an exclusive tour. All event attendees will be pitched the discounted Midtown membership to the Marquee Club. Residents not in attendance will learn about the membership opportunity via email.

NEIGHBORHOOD SERIES AT AC MOXY

When: TBD

The Deets: The newly built AC Moxy hotel will have residents over for a happy hour where they will receive complimentary champagne and an exclusive tour of the property.



FUTURE OUTSIDE EVENTS

GIRLS ON FILM PODCAST

When: June 26th

The Deets: This podcast network was so pleased with their first recording at lilli Midtown for the Walking Dead they have arranged to record for another one of their shows. lilli Midtown is mentioned several times throughout the podcast.

LILA LYLA

When: June 27th

The Deets: Owner, Billy Streck, and chef, Craig Richards plan to host a progressive pop up dinner throughout the property for 16 of the top foodie influencers in Atlanta. Photographs of the event will be posted to both lilli and Lila Lyla social after the event to promote the restaurant and room service to residents.

JANA SHORTAL TRUTH TALK

When: July 11th at 7pm

The Deets: A "Ted Talk" style event by the National Academy of Television Arts & Sciences Southeast Chapter. Over 75 attendees will be exposed to the space and share highlights via social media.

GET WET WITH DOTC X MR. TURK

When: July 14th from 1-4pm

The Deets: This is a ticketed event benefiting DOTC and PALS. Mr. Turk and Trina Turk swimwear will host a fashion show, sample sale, and silent auction. The Turk corporate team will turn the 25th floor into a Palm Springs paradise where guests will enjoy cocktails, food, a DJ, and views!

