



March 30, 2009

Bold Moves. Provocative Success. The Citigate story.

It is an unexpected bright spot in real estate news.

With office construction and phone line installations still underway, the marketing manager for a new upscale Jacksonville apartment community decided to use her personal phone number as the contact number in an early pre-leasing ad.

After all, how many calls could one ad placed in just two magazines for an apartment community still months from opening actually generate?

Quite a few, as it turns out.

In fact, so many calls came in that she was obliged to change the phone number after the first month.

"I was truly blown away by the number of calls we received, especially in the midst of such a challenging market," says Tazha Moore, VP & Director of Marketing for Citigate, a new apartment community on Jacksonville's Southside.

The overwhelming response could be attributed to the provocative ad, with its dark chocolate and muted gold palette complementing sophisticated black and white photography of a striking young woman who dares readers to "Make a move."

This same young lady is turning heads and slowing down traffic on a prominent billboard located on I-95.

The work is part of a well-integrated marketing strategy for Citigate created by Renaissance Creative to leverage print, web, and guerilla advertising designed to appeal to young professionals.

And the strategy is definitely working.

Recently, a group of 210 email blasts for Citigate achieved an open rate 27.3% higher than the industry average of 2.7%. And the click thru rate was equally impressive: 21.9% vs. the 2.5% industry average click thru.

The marketing campaign successfully reflects the unique vision of the community itself. Developed by Julian LeCraw & Company, Citigate is meticulously planned for those who want to move up to ultra-contemporary luxury by fostering sleek, high-value design that redefines urban apartment living. Promising "Apartments. Evolved."... the community sets the bar higher with pioneering amenities and sensual, bold environments found nowhere else in Jacksonville.

New upscale one, two and three bedroom residences feature large floor plans with Modern Shaker style espresso wood-finished cabinets, stainless steel appliances, crown molding, full washer and dryer and private terrace or balcony. Attached garages and storerooms are also available.

Modern luxuries and unexpected perks include elevators in every building, daily coffee service and free wi-fi in common areas. And who wouldn't look forward to coming home to a swimming pool with a unique dive-in theater, cabanas and a cozy fire lounge? Residents will also enjoy the fully-equipped athletic club, cardio theatre and interactive spinning room located in CitiClub. This spacious

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clubhouse boasts an indoor theater, cyber café, a grand room with billiards and a catering kitchen.

Located in the heart of Southside on Gate Parkway West, Citigate is close to work and fun in the middle of Jacksonville's hottest social scene of Tinseltown and St. Johns Town Center with movies, fabulous shopping, popular restaurants and buzzing hot spots.

The Southside location also provided the perfect setting for connecting with prospective Citigate residents in a unique manner. Guerilla advertising met consumers in unexpected ways and places with messages appropriate to the venues. For example, 15-second in-theatre spots previewed Citigate to moviegoers. Saucy drink coasters designed by Renaissance were handed out free to favorite Southside restaurants and bars. The coasters featured the Citigate website on one side and provocative lines like: "Looks are everything." "I dare you to make a move." and "My apartment or yours?" The clever promotional items proved to be irresistible conversation starters and enabled Citigate to be part of dozens of positive, even flirty, social interactions.

The Citigate website has provided superb interactive support to the community's marketing efforts with a simple, clean design incorporating the sleek look and feel of its integrated campaign, for a seamless brand experience. In February alone, over 1,300 visitors checked out the website, an incredible number in any market conditions. Renaissance Creative has a special expertise in developing these types of integrated campaigns, having done so for literally hundreds of properties over the last 13 years.

"Citigate has been a dream client. They have a brilliant sense of sophistication and an innovative approach to design and amenities. They've shown the foresight to step outside of the norm with a truly distinctive offering," says Tim Hamby, President of Renaissance Creative.

The result? Since opening in early February, Citigate obtained 80 signed lease agreements in its first 4 weeks — and the community is on its way to becoming one of Jacksonville's most sought-after apartment addresses.

"We are so pleased with the work that has been done for Citigate. It has helped us move forward despite a sluggish market," says Tazha.

Every real estate story should have such a happy ending.

With a reputation for high style and ahead-of-the-curve thinking, Julian LeCraw & Company, LLC (JLC) has thrived in the Atlanta real estate market since 1955. JLC is one of the largest privately held owner/managers of apartment communities in Atlanta and has expanded into Charleston, SC, North Carolina, South Florida and Jacksonville/Ponte Vedra Beach. Citigate represents their vision of the ultimate urban lifestyle — wired, contemporary and comfortably chic.

Visit Citigate at 8451 Gate Parkway West or on the Web at www.Citigatejax.com. Call (904) 332-0780.

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