

# *Case Study*

INDUSTRY

REAL ESTATE

CLIENT

**SWENSON**

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**NINICO**<sup>®</sup>

COMMUNICATIONS ADVISORY

# SERVICES PROVIDED:



MEDIA RELATIONS



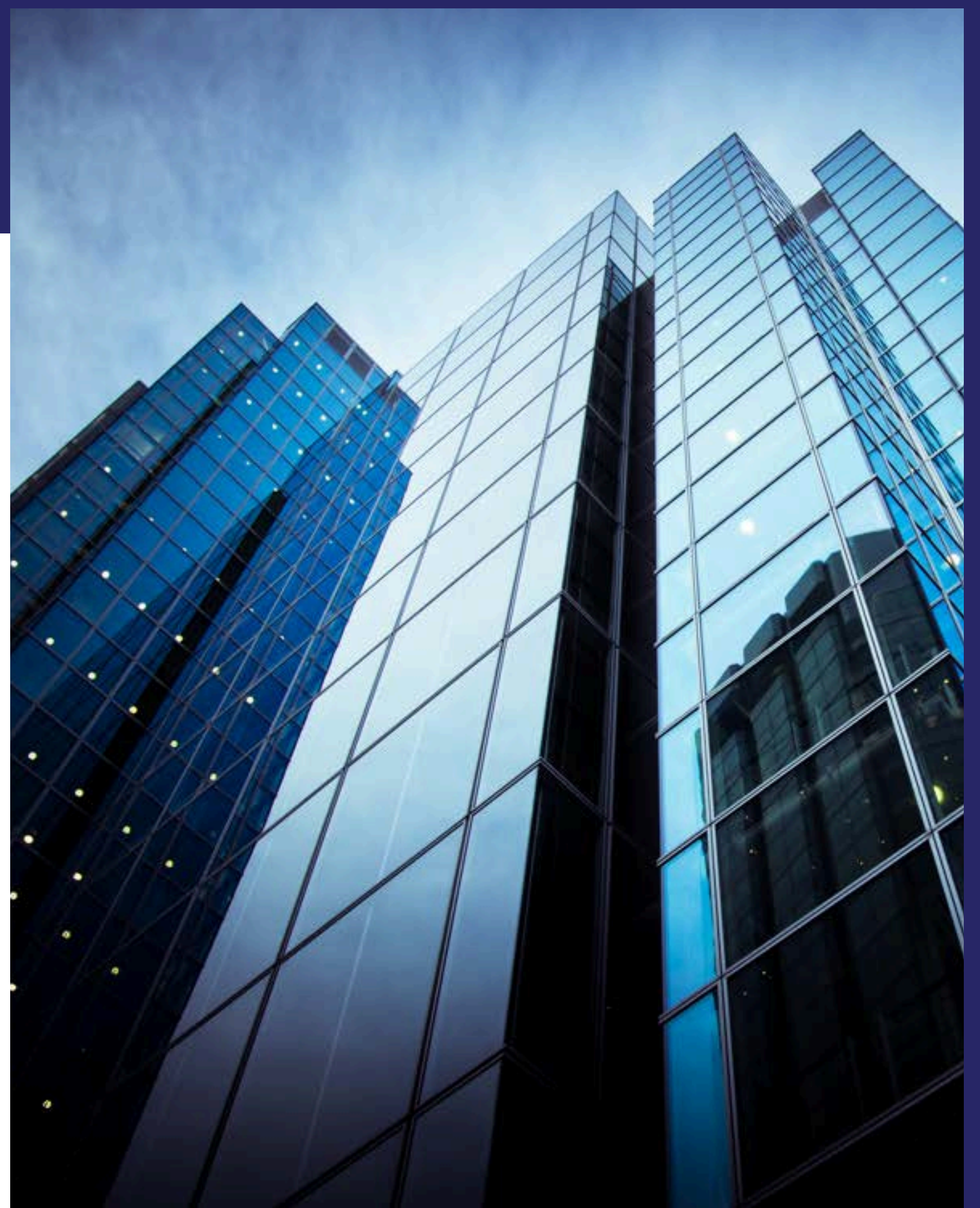
GOVERNMENT RELATIONS ALIGNMENT



THOUGHT LEADERSHIP



EVENT COORDINATION



# 01

OBJECTIVE 1:

Generate buzz and media coverage around a new student housing project.



## THE GOAL:

To secure positive media coverage and showcase Swenson as a thought leader in student housing.

# 02

OBJECTIVE 2:

Position the developer as a leader in innovative co-living building models.



# 03

OBJECTIVE 3:

1. Amplify brand value and increase visibility both locally and nationally.

# STRATEGY

To achieve these objectives, NINICO devised a comprehensive plan that capitalized on the client's ongoing student housing project to create a compelling narrative. The strategy employed various tactics to maximize engagement and coverage:

01



02



03



## PRESS RELEASES

Issued at key milestones to maintain momentum.



## MEDIA PITCHING

Regular updates were provided to local and real estate-focused outlets.



## EXECUTIVE THOUGHT LEADERSHIP

Produced Q&A interviews with the company president to elevate the company's expertise in the market.

# STRATEGY

04



05



06



## NETWORKING EVENTS

Coordinated events that included tours of the jobsite to draw interest from stakeholders and media.



## HOUSING NEWS INTEGRATION

Leveraged current local housing trends to boost relevancy.



## SOCIAL MEDIA AMPLIFICATION

Used digital platforms to extend the reach of the campaign.

# STRATEGY

07



## VISUAL ENGAGEMENT

Scheduled a photographer for visual storytelling, enhancing media engagement.

08



## AWARD SUBMISSIONS

Highlighted the project's success through relevant real estate and construction industry awards.

# RESULTS:

NINICO's efforts resulted in impressive media coverage and recognition, with placements in high-profile publications:

## FORBES

69.9K ESTIMATED VIEWS,  
62.4M UNIQUE VISITS

- [Student Housing Developers Gear Up For A New Normal On Campus \(forbes.com\)](https://forbes.com)

## SILICON VALLEY BUSINESS JOURNAL

13.1K ESTIMATED VIEWS,  
10.5M UNIQUE VISITS

- [Inside The Grad San Jose, new 'private dorm' residential tower near SJSU by Swenson and Amcal - Silicon Valley Business Journal \(bizjournals.com\)](https://bizjournals.com)

## THE MERCURY NEWS

10.2K ESTIMATED VIEWS,  
8.89M UNIQUE VISITS

- [Real estate: Downtown San Jose housing tower begins to fill up \(mercurynews.com\)](https://mercurynews.com)

## MULTIFAMILY HOUSING NEWS

48.2K UNIQUE VISITS

- [Student Housing Development Trends to Keep an Eye On - Multi-Housing News \(multihousingnews.com\)](https://multihousingnews.com)

## THE REGISTRY

12.5K UNIQUE VISITS

- <https://news.theregistrysf.com/doing-it-all-is-not-common-swensons-perspective-after-100-years-in-business/>

AWARD:



PLATINUM

ASSOCIATION OF MARKETING COMMUNICATIONS PROFESSIONALS

(EDITORIAL PLACEMENT IN FORBES)

# 3. CONTENT & COLLATERAL CREATION

- To bolster Anthem's messaging and enhance its RFP response, NINICO produced targeted content and collateral to support county-level outreach:



## DEVELOPED DETAILED TWO-PAGER DOCUMENTS

for counties like Alameda and Butte, focusing on localized healthcare needs.



## CREATED EDUCATIONAL RESOURCES

Such as:

- "5 Questions to Ask If You Are Considering a County Organized Health System (COHS) Model" and
- "5 Things to Consider Before Transitioning to a COHS/Single Plan Model."

These pieces were integral in educating county stakeholders on Anthem's capabilities.

# IMPACT



## EXTENDED BRAND VALUE

Enhanced the Swenson's local and national profile as a leader in student housing.

## MAXIMIZED MEDIA RELATIONSHIPS

Fostered ongoing media relationships that continue to provide value.

## INCREASED DIGITAL AMPLIFICATION

Leveraged a robust social media presence to deepen engagement and drive further interest in the project.

# NINICO<sup>®</sup>

## CONCLUSION:

This campaign not only delivered substantial media coverage but also significantly boosted the client's brand reputation across multiple channels, solidifying their position as a thought leader in the student housing sector.

[NINICO.COM](https://www.ninico.com)