

ONE MANAGEMENT COMPANY + TWO BUILDINGS = FRESH NEWSLETTERS



case study ▶

client: Chicago management company

THE CHALLENGE

A large Chicago office building wanted to inform tenants of building events and other news, but didn't have an agency to handle the copywriting or graphic design. Having seen a newsletter from a sister building, they asked for a referral, which led them to The Simons Group. Our challenge was to leverage the shared property management into cost savings while ensuring the newsletters reflected each building's character and tenants' interests.

THE APPROACH

One company manages both buildings, but the similarities end there. The buildings not only look very different, they are in different downtown neighborhoods and have much different tenant mixes. We reflected the character of each building in the publication designs, and altered the story mix to address the different tenants and their needs.

THE RESULT

While the same firm manages the two buildings, the structures don't look anything alike, so we gave each newsletter a distinct identity. The ▶



first building is distinguished by bronze-finished aluminum and reflective glass. Our contemporary masthead and choice of type contribute to a clean, light feel appropriate for the building's character. We chose a smaller format to minimize costs and to deliver a fast, fun read, which building management said would be important to their tenants.

The sister structure is substantially taller and features a green, all-glass, curved façade. We conveyed this contemporary style in our full-size newsletter by incorporating wide margins and lots of color. We also used a vibrant green in the masthead to highlight the building's unique façade.

To hold costs down for both publications, The Simons Group first writes on shared subjects that are relevant to both audiences, such as emergency procedures and recycling programs. Then we customize the rest of the copy to reflect each building's staff, amenities and tenant events. The result is two newsletters, each with an individual personality that reflects the character and interests of the building it serves. ■

The
Simons
Group
Communications that hit the mark.