

“It All Starts with Home”

From our families to our communities to our planet, making progress begins with a safe and affordable place to live

Overview

Concept

In 1931, writer James Truslow Adams defined the American dream as “a life that is richer and fuller for everyone, with opportunity for each according to ability or achievement.” As the nation’s number one affordable housing lender for seven years in a row, Citi is dedicated to the idea that the first step to making this possible is a safe and affordable place to live.

In this important content program, we’ll open readers’ eyes to key demographic trends that are changing the face of our country even as they present new socioeconomic challenges and opportunities. We’ll leverage *The Washington Post*’s award-winning investigative and storytelling expertise to explore how innovation across these trends is emerging from a surprising source: progressive thinking in affordable housing design.

* Shot in three locations: DC area, LA area and NYC area. Program elements and timelines are subject to change based on spend level and mutually agreed-upon objectives, target launch dates and KPIs determined during campaign kick-off.

Program Details

- Content includes four (4) journalistic articles, four (4) infographics and eight (8) documentary-style videos*
- The articles, infographics and vignette excerpts from the videos will be integrated into a series of immersive multimedia experiences
- Designs, topics and video storyboard/ scripts will be provided for Citi alignment prior to production
- Citi will be able to publish and promote the full documentary-style videos on their channels as well as media outlets including YouTube
- Content assets will be licensed to Citi in perpetuity for publishing and promotion across Citi’s owned and operated channels
- The program can be extended from the Affordable Housing pillar to other pillars following the same format

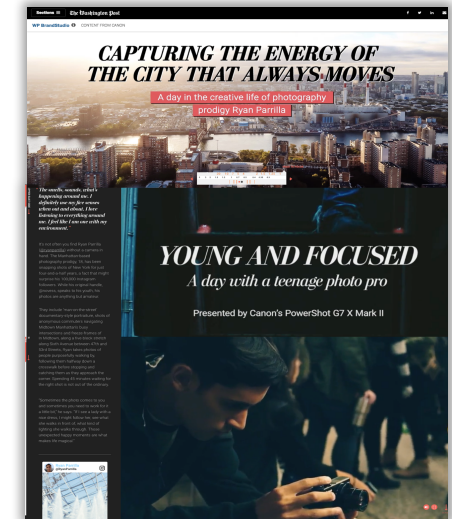
Immersive Multimedia Experiences

We've used the WaPo's proprietary Brand Insights Dashboard to identify four affordable housing-related trends that will be of particular interest to our Progress Maker readers. Each trend will be the thematic focus of an immersive multimedia experience that blends auto-playing video, journalistic article copy and graphic elements.

- Auto-play video will capture engagement without requiring readers to click or take action
- Inclusion of multiple content types and components within each experience is proven to increase time spent
- This format allows us to take a “zoom in/ zoom out” approach to the affordable housing pillar, e.g.: a “zoom in” video could show how a home fosters parental employment that trickles down to a child’s social and academic success. This could segue to a “zoom out” infographic showing how parental employment supports community businesses that boost the country’s socioeconomic wellbeing.

[Live link](#) to WP BrandStudio immersive multimedia experience

[Live link](#) to WP editorial immersive multimedia experience



Experience #1: The “No-Size-Fits-All” Family

Today’s families are single moms and dads—or two moms and two dads. They’re stepfamilies, blended families co-parents, foster parents. They’re aunts, uncles, grandparents, friends and neighbors. Forward-thinking affordable housing developments are providing environments designed for the way families actually are.

- A **documentary-style video** (2 minutes) about “the rise of the grandfamily” will draw readers into the experience. We’ll travel to Plaza West in Washington D.C. where units are designed for grandparents raising grandchildren, and trace how a single child has been empowered to make progress by the development’s healthcare, social services, recreational and educational offerings.
- A **journalistic article** (700 to 1000 words) provides context through a look at how factors like divorce, cohabitation and changing workplace roles have led to the rise of single-parent families and changes in two-parent families.
- **Video vignettes, audio clips and captioned photographs** (5–10) could introduce residents who talk about their unique definition of family.
- An **interactive infographic** with embedded text, video or audio clips provides information about specific people, services and design features at Plaza West and other Citi-backed developments—such as community gardens and playscapes—that enhance life for multiple generation-households.
- A second **documentary-style video** (2 minutes) is set in Brooklyn’s Atlantic Terrace development, where we’ll meet a single mother who worked with a Citi banker to start a business producing the recycled glass bottle countertops used in the kitchens. We’ll learn how that single business could lead to neighborhood rejuvenation and contribute to the local and national economy.

Experience #2: Attention to Health

What began as a trendy preference for organic produce and green products has become a mainstream recognition that healthy and environmentally responsible options are a right, not a luxury. Today's affordable housing developments are leading the way in empowering all populations to make progress in improving their health and contributing to the preservation of our natural resources.

- A **documentary-style video** (2 minutes) will take us to a rooftop garden in Manhattan's Lower East Side, where an Essex Crossing resident picks tomatoes for her family's dinner. We'll follow her third-grader, who was at risk for obesity before moving to Essex Crossing, as he is inspired to start a "healthy lunch" initiative at his school.
- A **journalistic article** (700 to 1000 words) provides context through a look at how active transportation, active recreation, food access and active buildings can improve health and provide long- and short-term benefits to individuals and local/national economies.
- **Video vignettes, audio clips and captioned photographs** showcase the impact of a healthy environment from viewpoints such as a resident, a local physician, the development's architect.
- An **interactive infographic** with embedded text, video or audio details will show innovations at Essex Crossing and/or other Citi-backed developments such as vibrant stairwells that encourage residents to eschew the elevators, local produce markets, communal green spaces, outdoor exercise equipment, playscapes, flexible lawns and environmentally responsible public transit access.
- A second **documentary-style video** (2 minutes) will connect a human storyline to a wide-lens perspective on how sustainable strategies like Marcus Garvey' microgrid offer a model for minimizing operating costs while ensuring power in the face of increasingly unpredictable weather. The video could reference other innovations like rooftop hydroponic farms and Hollenbeck Terrace's solar heater.

Experience #3: Next Acts & Second Chances

During WWII, inspired by the need to house factory workers and veterans, FDR proposed legislation that included “the right of every family to a decent home.” Today’s forward-thinking affordable housing developers are providing senior citizens, returning military personnel and other special-needs populations with a home that also helps them make progress in the next stage of their lives.

- A **documentary-style video** (2 minutes) will take us to Hollenbeck Terrace in LA, where we’ll meet a senior citizen who is mentoring others at the community’s job training center. We’ll learn how he/ she and others at the development are able to make progress thanks to the development’s enriched services and supports.
- A **journalistic article** (700 to 1000 words) provides context through a look at the factors behind the growth of special needs populations (aging Baby Boomers, ongoing military involvement, rise in number of homeless, etc.) and the

ways in which rehabilitation, employment, counseling and education services can provide some with a second chance to build a productive future and others with ways to channel their abilities into a professional and personal “next act.”

- An **interactive infographic** with embedded text, video or audio details will show the elements that go into making bright, modern living spaces that are not just homes but sanctuaries for those in need: from art elements and plantings to communal spaces that are designed to empower populations that can otherwise feel cut off from public life.
- A second **documentary-style video** (2 minutes) will start with the story of a formerly homeless Teague Terrace resident and then bring to life how a beautifully designed development not only empowers our most vulnerable citizens but also extends out to the city and nation by inspiring a sense of civic pride.

Experience #4: Un-Gentrification

By 2060, 56% of the total population will be minorities. As we head toward a plurality nation, forward-thinking affordable housing proponents are creating living spaces that act as models of progress by eliminating economic and ethnic segregation and discouraging gentrification.

A **documentary-style video** (2 minutes) will take us to Maryland's Alexander House, where market rate and affordable housing tenants share units, amenities and entrances. We'll follow the story of a child who is growing up in an environment that reflects today's demographic statistic that 50.2% of children under age 5 are minorities.

A **journalistic article** (700 to 1000 words) provides context through a look at how today's affordable housing developments—far from inspiring NIMBY protests as in the past—are designed to be integrated into and embraced by the surrounding neighborhood.

An **interactive infographic** with embedded text, video or audio details shows the features of selected Citi-backed affordable housing developments that contribute to a safer, healthier community environment and increase local and regional property values.

A second **documentary-style video** (2 minutes) tells the un-gentrification story of a minority family in an undervalued area that would have been ripe for gentrification if not for the development of an innovatively designed Citi-backed community. We'll show how the family didn't have to move to find an affordable place to live but rather an affordable home was brought to them. We'll reveal how this led to the creation of new job opportunities, better healthcare and food options and improved education and extracurricular activities for residents and the surrounding community—ultimately increasing home and business values.

Publisher branding

Citi branding

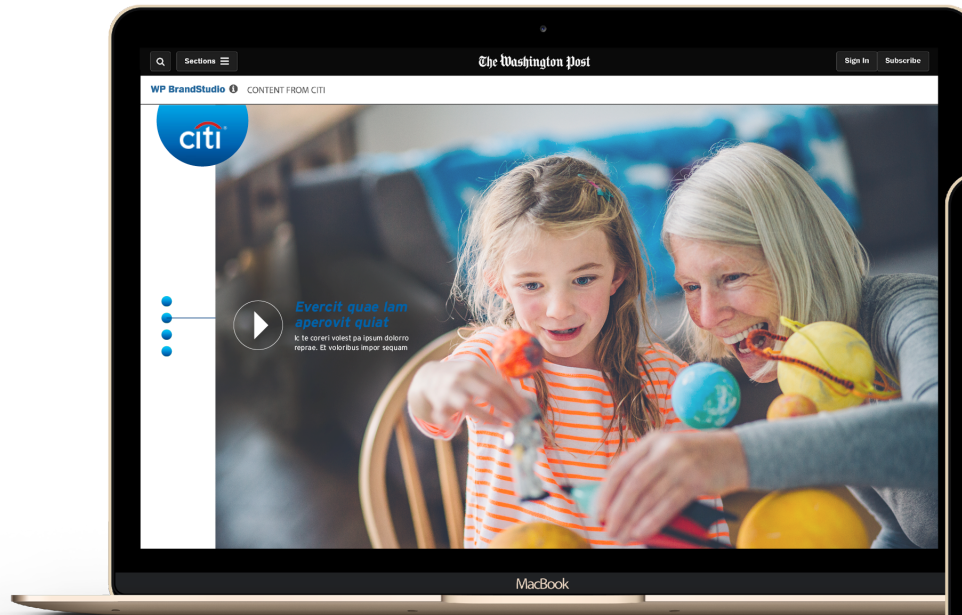
A native unit or headline within WP editorial content leads to visually appealing entry point to Citi's custom program

Each of the four experiences in Citi's program will be individually released and will have its own entry point



MOCK of experience #1 entry point

Mock is for presentation purposes only



As readers scroll through the experience, the story unfolds around them in the form of auto-play video vignettes, contextual journalistic copy and an interactive infographic. Still photos and lightly animated graphics add visual interest and texture.

MOCK of experience #1 multimedia content

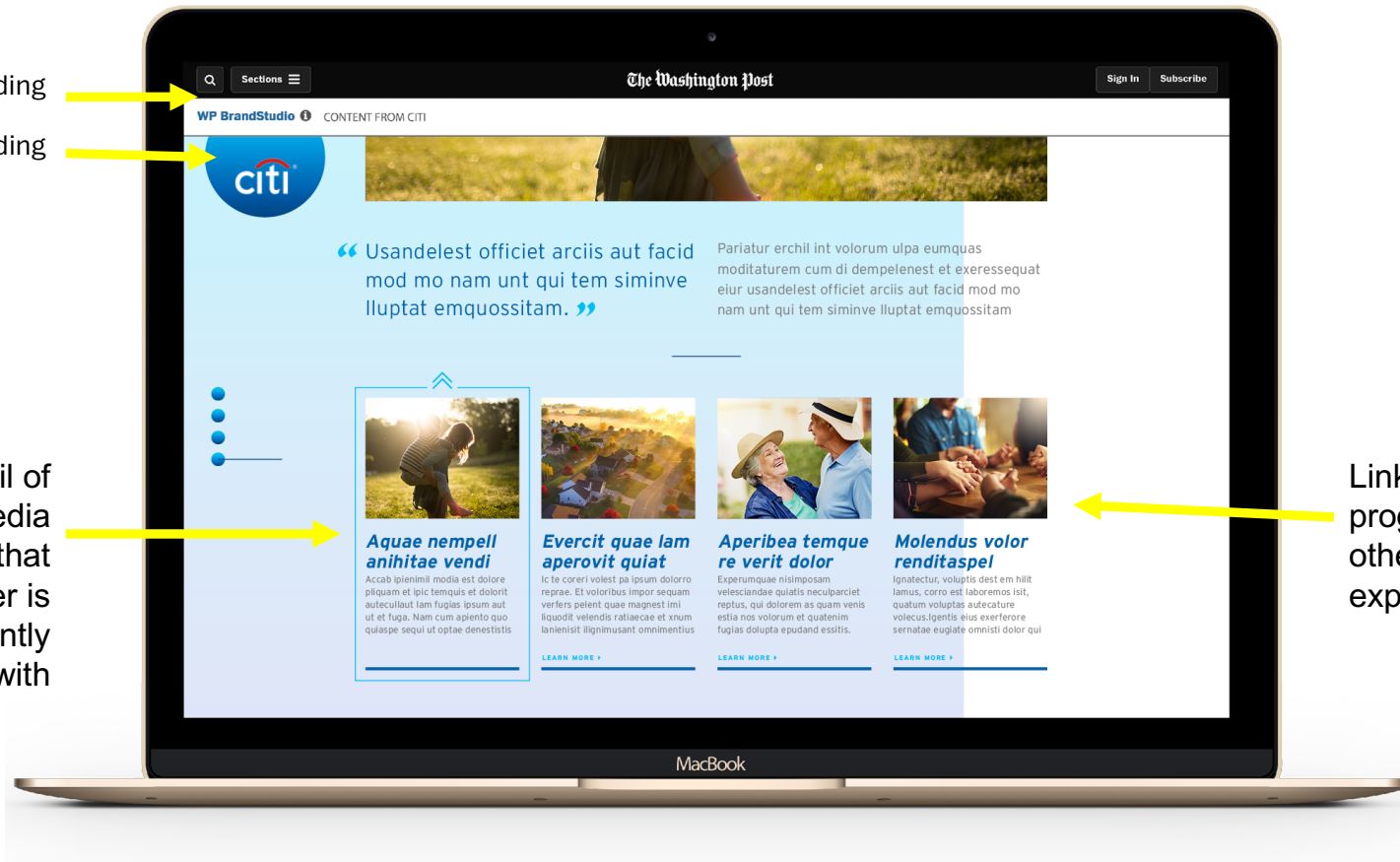
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Publisher branding

Citi branding

A thumbnail of the multimedia experience that the reader is currently engaged with

Links to the program's three other multimedia experiences



MOCK of bottom of experience #1

Mock is for presentation purposes only

Social Media Audience & Cadence

A dedicated WP BrandStudio social media specialist will amplify the content through organic and paid posts from WP BrandStudio social media accounts.

WP BrandStudio's social reach:

- **Facebook:** 47,556 likes
- **Twitter:** 9,266 followers
- **Instagram:** 258 followers
- **Linkedin:** 321 followers
- **YouTube:** 1449 subscribers

WP BrandStudio is also able to target the Washington Post's followers on social media – allowing us to reach a broader, highly engaged audience:

- **Facebook:** 5,861,160 likes
- **Twitter:** 10,300,000 followers

Facebook

- 2 posts per week; can include natively uploaded, captioned video (:30–2:00 long), social cards and other visual assets

Twitter

- 2–3 posts per week; can include natively uploaded, captioned video (:30 – 2:00 long), social cards and other visual assets

Instagram

- 1 post per week; can be video (:30–1:00 long) or photos

Linkedin

- 1 post per week; can include social cards and other visual assets

YouTube

- 8 total posts; can be single or staggered release

Reporting + Performance

Every two weeks, a reporting matrix will be provided to Citi, mapping the content performance to date for each release.

Pictured on right, these data points will inform any promotional optimization recommendations across washingtonpost.com and/or on social media.

Citi // WP BrandStudio Content Metrics					
Content	Date Range	Page Views	Unique Visitors	Average Time Spent	Scroll Starts
Content Name (Desktop/Mweb)	Publish date through date data pulled				N/A
Content Name (In-app) - if applicable	Publish date through date data pulled			N/A	
	TOTAL	0	0	N/A	0
Social Media Metrics					
Content	Platform	Actions	Referrals		
Content Name	Facebook				
	Twitter				
	LinkedIn				
	TOTAL	0	0		
Video Views* - if applicable	Total Views				
Video Content					
*Video views are inclusive of views across, desktop/mweb, in-app and social media					
Interactive Content Engagements - if applicable					
Feature	Clicks				
Interactive Content Feature 1					
Interactive Content Feature 2					
TOTAL	0				