

# *“The Four Keys to Living Progress”*

From our families to our communities to our planet,  
moving forward begins at home

# Introduction

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In a serene rooftop garden in Manhattan's Lower East Side of Manhattan, an Essex Crossing resident picks organic tomatoes for her family's dinner. Across the country, at Teague Terrace in Los Angeles, a formerly homeless veteran mentors others at the community's job training center. These are stories of **living progress**: ongoing advancements in health, happiness and freedom that extend from individuals to neighborhoods to the nation to the globe.

We'll open readers' eyes to the concept that progress isn't a single event or technological invention but rather the **continual enrichment of everyday life**—made available to our most underserved and challenged communities by Citi-backed innovations in affordable housing.

## Execution

WP BrandStudio recently broke engagement records with an [custom program](#) that incorporated innovative 360° photo environments. In "The Four Keys to Living Progress," we'll take those **photo environments\*** to a new level and add an **journalistic article**, an **interactive map infographic** and **motion-graphic** and **documentary-style** video.

The above elements will be interlinked to form a groundbreaking multimedia experience that shows how affordable living is the source of sustainability, stability, opportunity and dignity: the **keys to living progress** that empower us all to move forward.

\* At higher budget level only; 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.

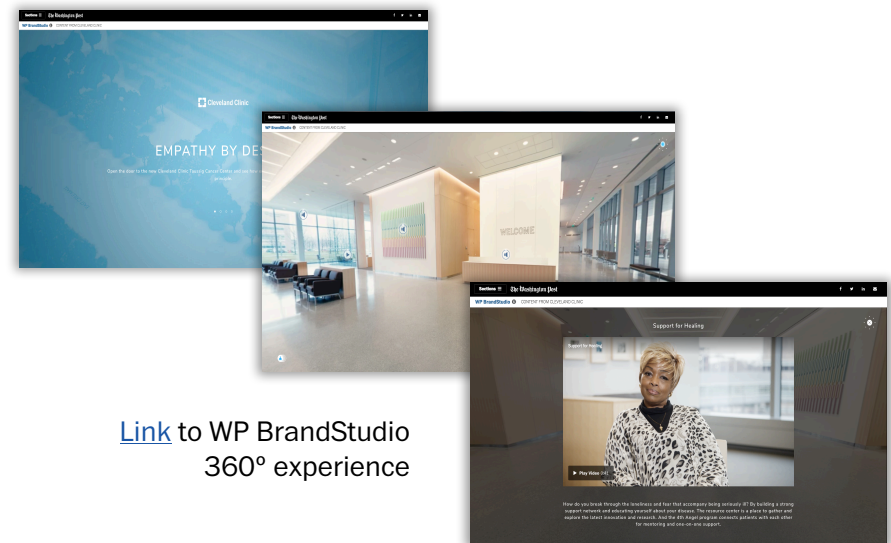
# Content Details

**Journalistic article (1):** Enhanced with audio snippets and lightly animated graphics, a rich-media narrative traces the impact of affordable-housing from improving residents' lives to strengthening communities to contributing to a cleaner, healthier world.

**Interactive U.S. map infographic (1):** Citi-funded developments across the country are portrayed with hotspot information about interesting features.

**Motion-graphic explainer video (1):** Colorful visuals and emotionally resonant voiceover narration explains how progress is a living, breathing, ongoing process made possible by homes that provide residents with the keys of sustainability, stability, opportunity and dignity.

**360° photo environments: (4)\*:** A composite housing development, made up of 360° photographs of four different Citi-backed developments, includes clickable hotspots leading to informative text overlays and a documentary-style “Story of Progress” video.



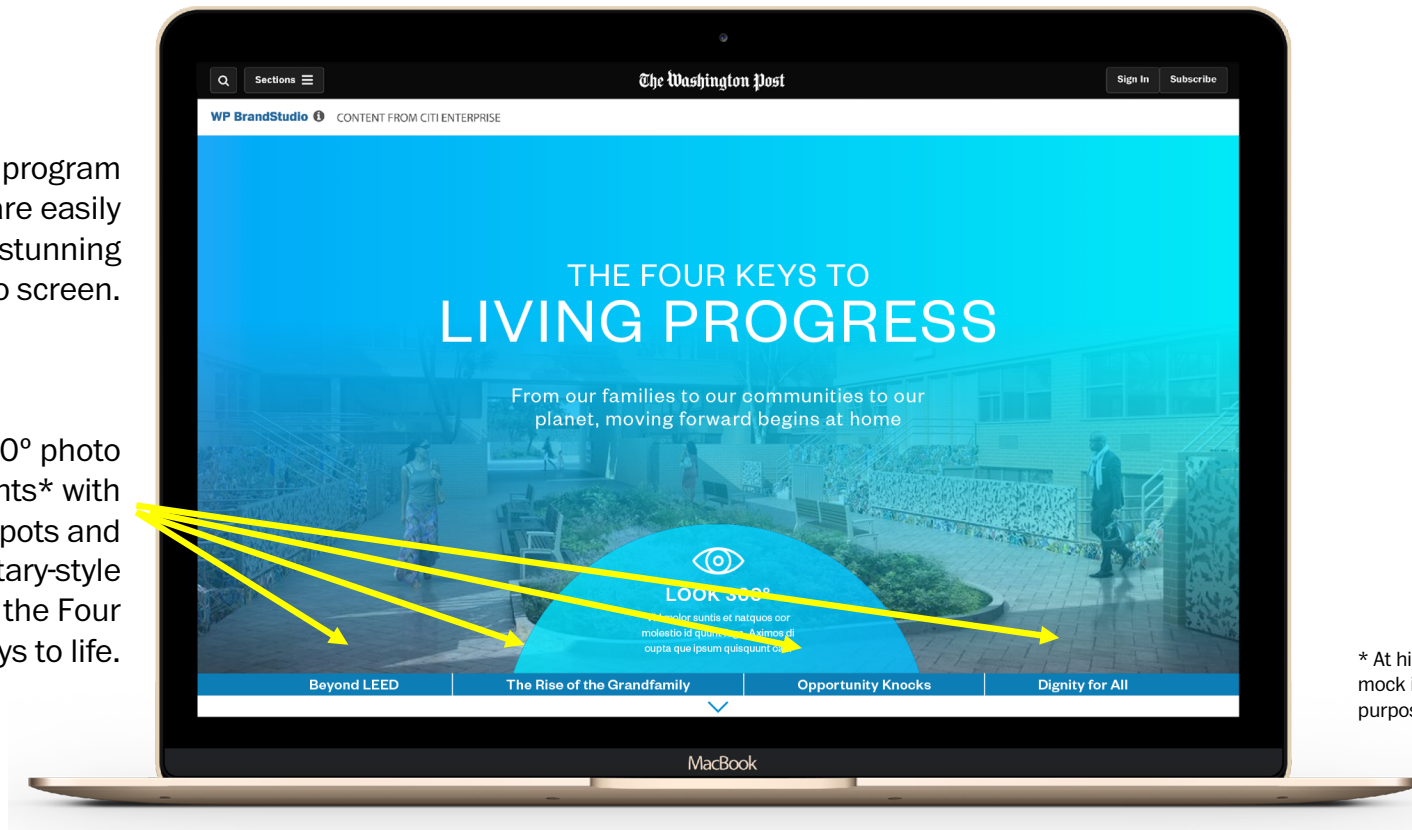
[Link](#) to WP BrandStudio  
360° experience

\* At higher budget level only

# Program Entry Point

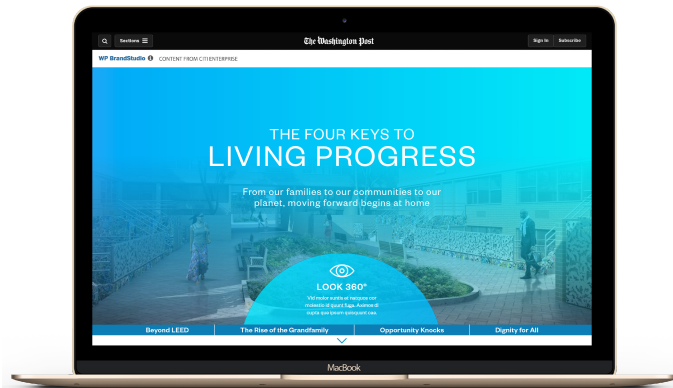
Interlinked program components are easily accessed from a stunning hero screen.

360° photo environments\* with clickable hotspots and documentary-style videos bring the Four Keys to life.

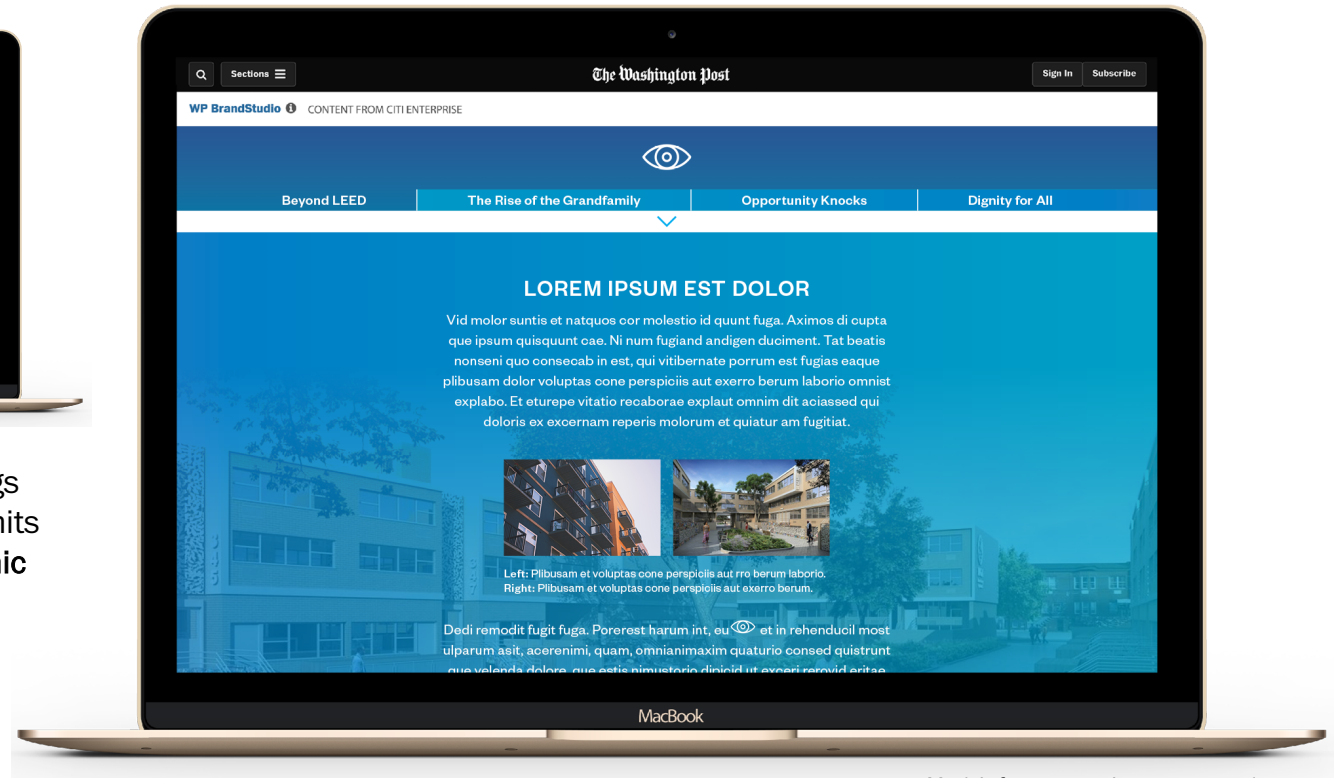


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# Entry Point into Content Experience



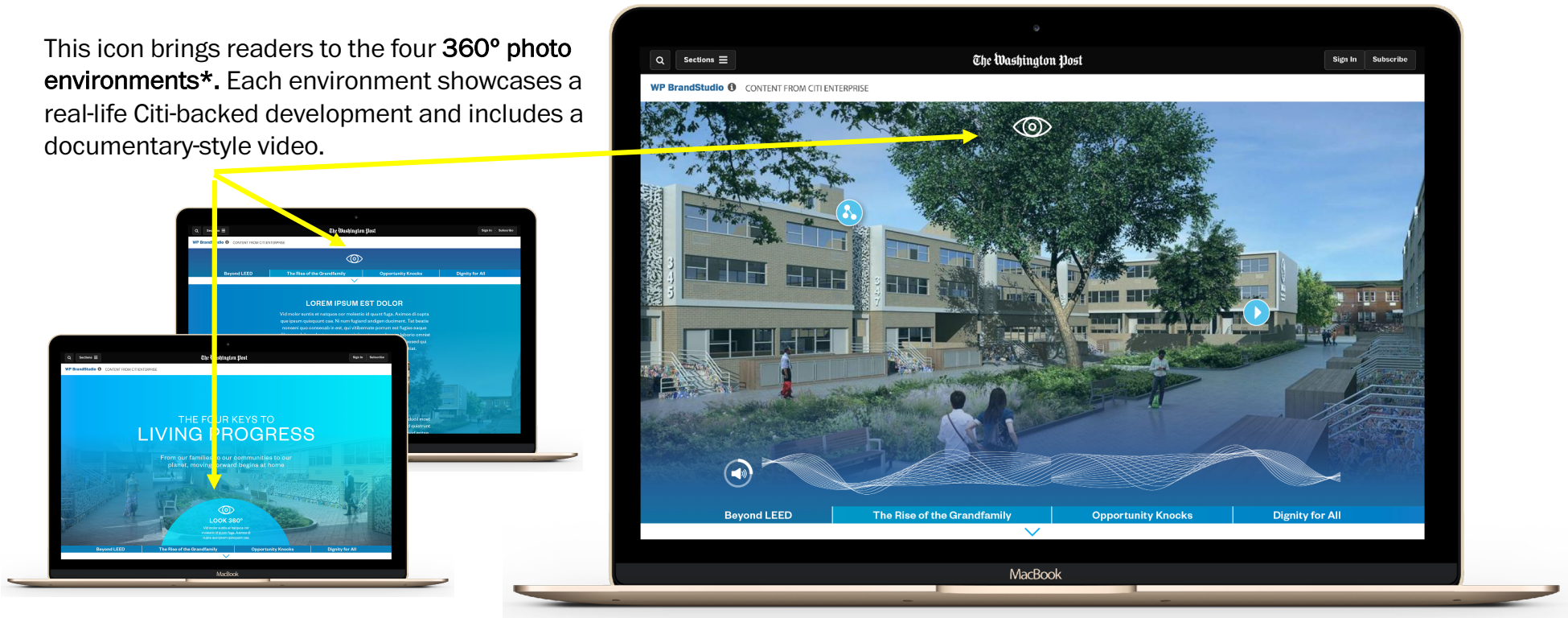
Scrolling vertically from the hero brings readers to a **journalistic article** that knits together an **interactive map infographic** and a **motion-graphic explainer video**.



Mock is for presentation purposes only

# 360° Photo Environments

This icon brings readers to the four **360° photo environments\***. Each environment showcases a real-life Citi-backed development and includes a documentary-style video.

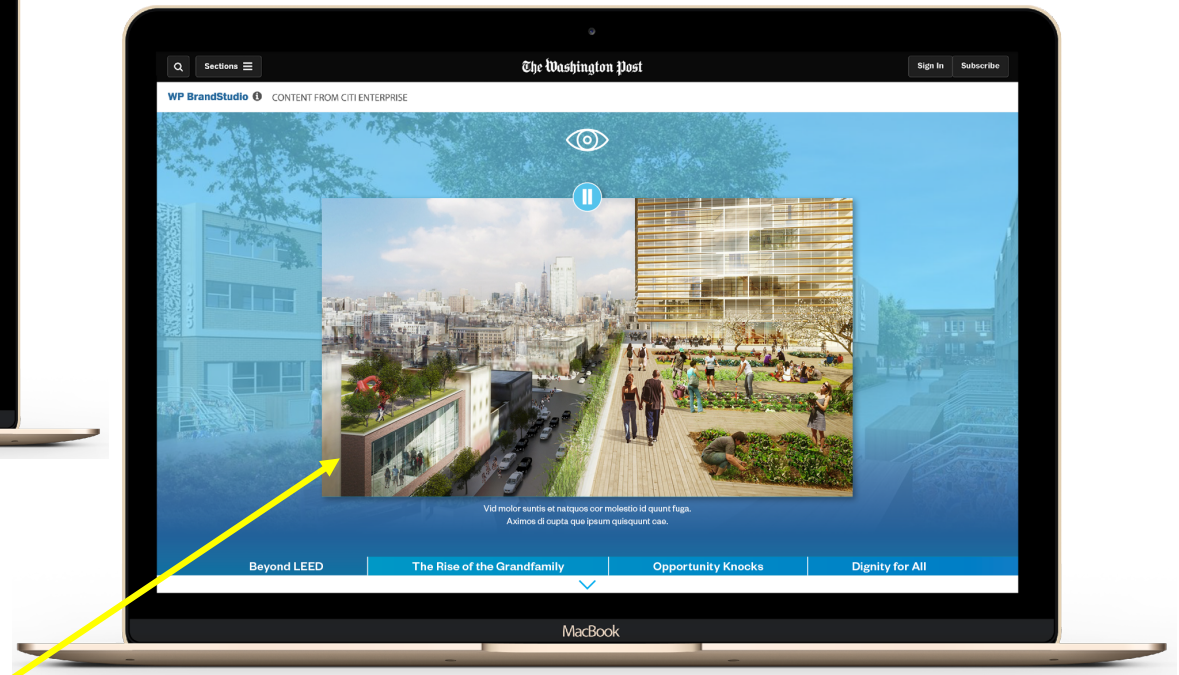


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# 360° Photo Environments cont'd



Within each environment, readers can click on “hotspots” that lead to text overlays with informative copy about specific Citi-back innovations, audio clips (from residents, local business people, Citi bankers, etc.) and a documentary-style video of a Story of Progress.



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# “Story of Progress” Video Ideas

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We'll work in partnership with Citi to identify geographically and demographically diverse subjects. Ideas are below.

## *“Beyond LEED”*

As seen in Citi-backed developments, true sustainability extends beyond LEED-certification to empower progress in the health our planet and ourselves. Centering around a compelling human storyline, we'll weave in details of model solutions such as Marcus Garvey' microgrid system and see how the rooftop gardens, green spaces, transit accessibility and healthy living initiatives at Essex Crossing and Mariposa can empower residents to make good choices for themselves and the environment.

*(Sustainability)*

## *“The Rise of the Grandfamily”*

Financial, physical and emotional stability are crucial to empowering the next generation to become the Progress Makers of the future. We'll bring this to life through a fascinating look at the trend toward multiple generation-households. We'll travel to Plaza West in Washington D.C. where units are designed for grandparents raising grandchildren, and touch on the impact of essential services, such as healthcare, social services and recreational and educational activities at other developments that Citi would like to highlight.

*(Stability)*



# “Story of Progress” Ideas cont’d

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## *“Opportunity Knocks”*

For young people, seniors and women, there’s a gap between their skills and those required by employers or needed to launch an income-generating business. We’ll show how communities and cities can benefit when these populations are provided with opportunities in the form of education, training and partnership support for micro-enterprises. We’ll bring readers into the kitchen of a unit in the Atlantic Terrace development in Brooklyn, where the recycled glass bottle-countertops were produced by a women-owned small business and the cabinets are crafted by woodworker-trainees from a program financed by Citi.

*(Opportunity)*

## *“Dignity for All”*

From Maryland’s Alexander House—where market rate and affordable housing tenants share units, amenities and entrances—to Teague Terrace in northeast LA—which provides enriched services and support to veterans, seniors and individuals with developmental disabilities—affordable housing provides underserved populations with self-confidence and emotional affirmation. We’ll showcase one of the innovative spaces at a Citi-back development that are designed to bring people of all backgrounds together and foster individual and community health.

*(Dignity)*