

## **THE BRAND FACTORY - TORDEV PROJECT RATIONALE**

by Frankie D. Fredrix

### **(1) Monarch 54**

**Voice:** Savvy and succinct. The Monarch 54 campaign speaks to the Target Audience in a voice that is familiar and far-reaching. The voice of the seasoned, downtown Toronto resident who knows all the trendy hotspots and hidden gems that make the city sparkle. This personality understands that highly successful individuals demand exclusivity in their lifestyle and living arrangements to match their high-achieving personas.

**Style:** A transformative experience. Visualize graphics that depict the Target Audience in various settings: the yoga studio, lobby, gathering room and gym. Utilizing a warm palette combined with conversational copy, it delivers the message that this is an influential community the Target Audience are privileged to be part of. Monarch 54 is a subtle play on the regal association of the word “king” and on Studio 54; the famed New York nightclub where patrons rubbed shoulders with entertainers and business moguls. As king of the butterflies, the Monarch is linked to transformation, migration and renewal—themes that embody the transient nature of ambitious go-getters whose lives and careers are constantly evolving.

**Tone:** Organic and free-flowing, poetic and informative, it appeals to the target demographic of wealthy downtown denizens. It is a soft sell that lets the Target Audience’s imagination fill in the blanks. The tone suggests the project facilitates a lifestyle that is equally suited to socially conscious self-starters and mature professionals.

**Takeaway:** Monarch 54 will transform the mundane aspects of daily life into an elite experience.

### **(2) Legacy Living**

**Voice:** Authoritative. Crafted for a Target Audience that seeks to acquire a notable asset for their investment portfolio. One that produces a handsome return when it’s time to sell and begets generational wealth that can benefit their successors.

**Style:** Erudite yet accessible, it suggests to the Target Audience that this is an enticing opportunity for a sound investment helmed by innovative developers. Delivered in the style of an experienced financial planner who aims to expand the client’s holdings by having an inside track to top performers in the real estate market.

**Tone:** Concise, warm, witty. Conveys the condominium’s specifications in a direct, conversational manner. Draws the Target Audience in with messaging positioned to evoke a visceral response. This is an investment in the King-West development boom that will deliver down the line, whether it’s through short-term rentals or accrued property value.

**Takeaway:** Legacy Living represents lucrative real estate value and is worth buying into.

### **(3) Crown Residences**

**Voice:** Elite, influential. The voice of a top-notch realtor who has mastered the development ballgame. Someone the Target Audience can trust implicitly, knowing that the agent comprehends what they require from their living space. Someone who has their back and knows they expect nothing but the very best. Exclusivity defines this Target Audience; they expect superb convenience for their demanding lifestyle, and it must be within easy reach.

**Style:** Corporate, expert, accomplished. Confident in the knowledge that this project has enough credentials to attract serious investors, the communication style is relaxed yet assertive. A firm yet gentle push in the sales direction by implying this development has hot wheels, tickets are limited and they're going fast.

**Tone:** Persuasive, confidential, couched in industry terms that are familiar to experienced investors. The messaging is primed to stimulate excitement in the Target Audience for an exclusive offer that is tailored specifically for them. A coveted opportunity available only to a select group savvy enough to recognize the project's intrinsic value.

**Takeaway:** This condominium represents the apex of achievement, a jewel in one's domestic crown that attracts admiration and instills pride.