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The Kensington and Bozzuto hires Proverb for a marketing assignment

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Downtown Crossing's luxury apartment building, The Kensington, has enlisted Proverb for a marketing assignment, according to Daren Bascome, managing director of the independent agency. Billings for the assignment were not revealed.

Working with The Kensington team and Bozzuto Management Company, Proverb was asked to develop a concept, script, and produce a marketing support video for the property. The video will be used across multiple channels including: website, social media platforms, and displayed for use with on-site media.

Bascome said, "That Proverb did not do the branding for Kensington, but was brought on board when they needed a forward-thinking agency to develop a video to engage and excite potential residents from Boston and beyond. The concept from the video is a study of the exceedingly high-energy lifestyle of downtown Boston and the array of features, services, amenities The Kensington has within. The Kensington, a place where this is so much to enjoy, let's you hit pause."

The one-minute video can be seen here: <http://www.youtube.com/watch?v=WQEIHrdTV-s>

Proverb is an award-winning, global brand-building agency that specializes in consumer experiences that move products, ideas, and organizations to market strength quickly for a broad portfolio of clients. Past and current clients include Hotel Veritas, Bozzuto Management Company, and The Batchyard.

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