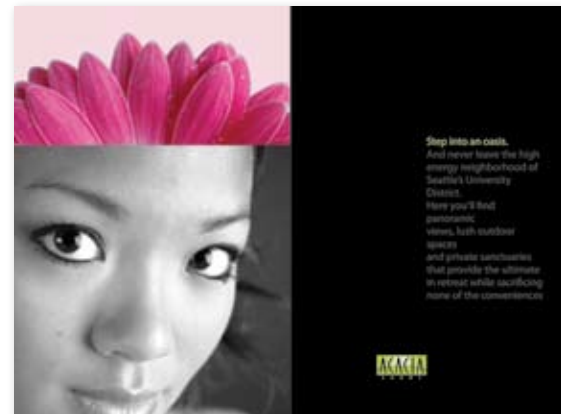




**Approach:**

Acacia Court is a student housing development constructed for current University of Washington students as well as incoming international students. It is a 98-unit mixed-use development made up of single-dwelling studio apartments and common kitchen areas set in the heart of Seattle's University District. The GIRVIN team was brought in to differentiate the residences from other options available and to appeal to new and returning students.





**Result:** To launch the opening and rally interest, GIRVIN created a print campaign to promote the opening of the new Acacia Court, including a mailer postcard, banner signage, and a brochure featuring the amenities of the apartments, as well as a multi-page website.

