PREPARED BY TYW STUDIO.

the Ranstead

A Rittenhouse

address. A place to call your own.

Campaign kit · Version 2
Studios and one-bedrooms
12-month leases



The address comes first



01 The location

Rittenhouse and Center City. The neighborhood leads.



02 A new building

New construction, natural light, and the details inside.



03 Your own place

A studio or one-bedroom with an address of your own.

Rittenhouse.
At your door.

A Center City address.

12-month leases.
Explore the residences at theranstead.com.



Brand new.
Ready for you.

New construction in Rittenhouse.

12-month leases.
Explore the residences at theranstead.com.



Your address.

Your own place.

Studios in Rittenhouse.

12-month leases.
Explore the residences at theranstead.com.



Property and neighborhood

The building and location

Rittenhouse and Center City.
New construction. Residence layouts.

Use the approved V2 copy sheet.
Keep ad copy focused on the property and neighborhood. The agency owns campaign setup and targeting.



Four formats. Clean and branded.



9:16 / Reels + Shorts



4:5 / Feed



1:1 / Feed



16:9 / YouTube

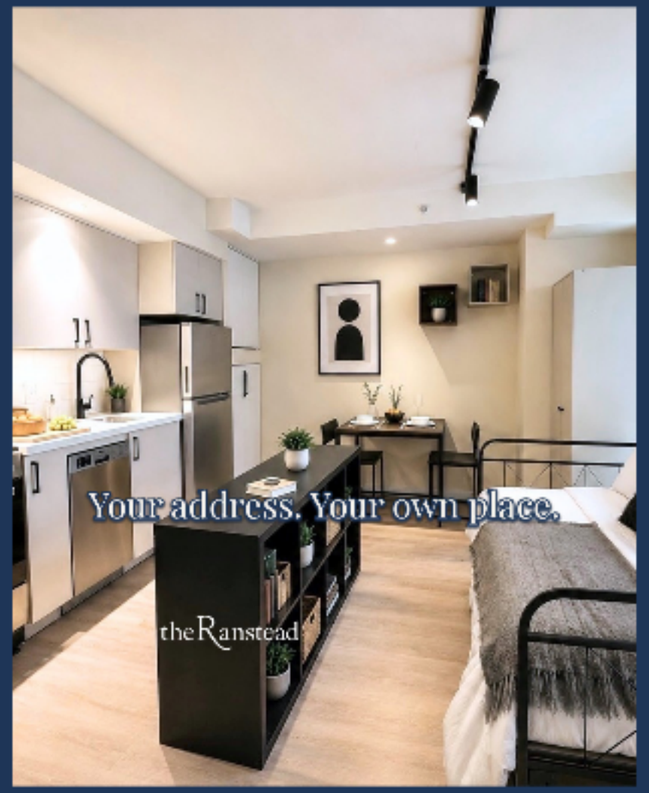
A matched headline test



R1 / Location



R2 / Brand new



R3 / Your own place

Four-week rollout

Week 1	**Launch R1 / R2 / R3** Confirm form and tour tracking.
Week 2	**Compare matched headlines** Same visual, caption, CTA, placement, and budget.
Week 3	**Extend the winning message** Fresh visuals. Consistent measurement.
Week 4	**Review tours and leases** Refresh creative. Retain the results.

Campaign measurement

Cost per booked tour	Spend ÷ attributed booked tours
Tour show rate	Attended tours ÷ booked tours
Tour-to-lease rate	Signed leases ÷ attended tours
Cost per lease	Spend ÷ attributed signed leases

Use one attribution window. Deduplicate inquiries. Allow time to tour and sign.

Landing-page handoff

Five existing drafts with the agency.

Blue Collar Digital owns the rewrites.
Use the approved V2 copy and brand guide when preparing the final pages.



V1 drafts remain available as reference.
The agency will confirm the campaign destinations.

Residence layouts



Studio B1



Studio B2



Studio B5



Studio B6



One Bedroom B3



One Bedroom B4

Next capture

Street-level facade

Centered, level, in soft light. Include the full building.

Neighborhood motion

The actual approach, sidewalks, and verified local context.

Additional room footage

Slow turns. Level camera. Full doorways and fixtures.



The campaign kit

Campaign site

campaign.theranstead.com
Preview and download every format.

Copy sheet

Meta, Google Search, and YouTube.
One tab per route, with character counts.

Shared Drive folder

Clean masters, branded exports,
source photos, brand assets, and deck.

