



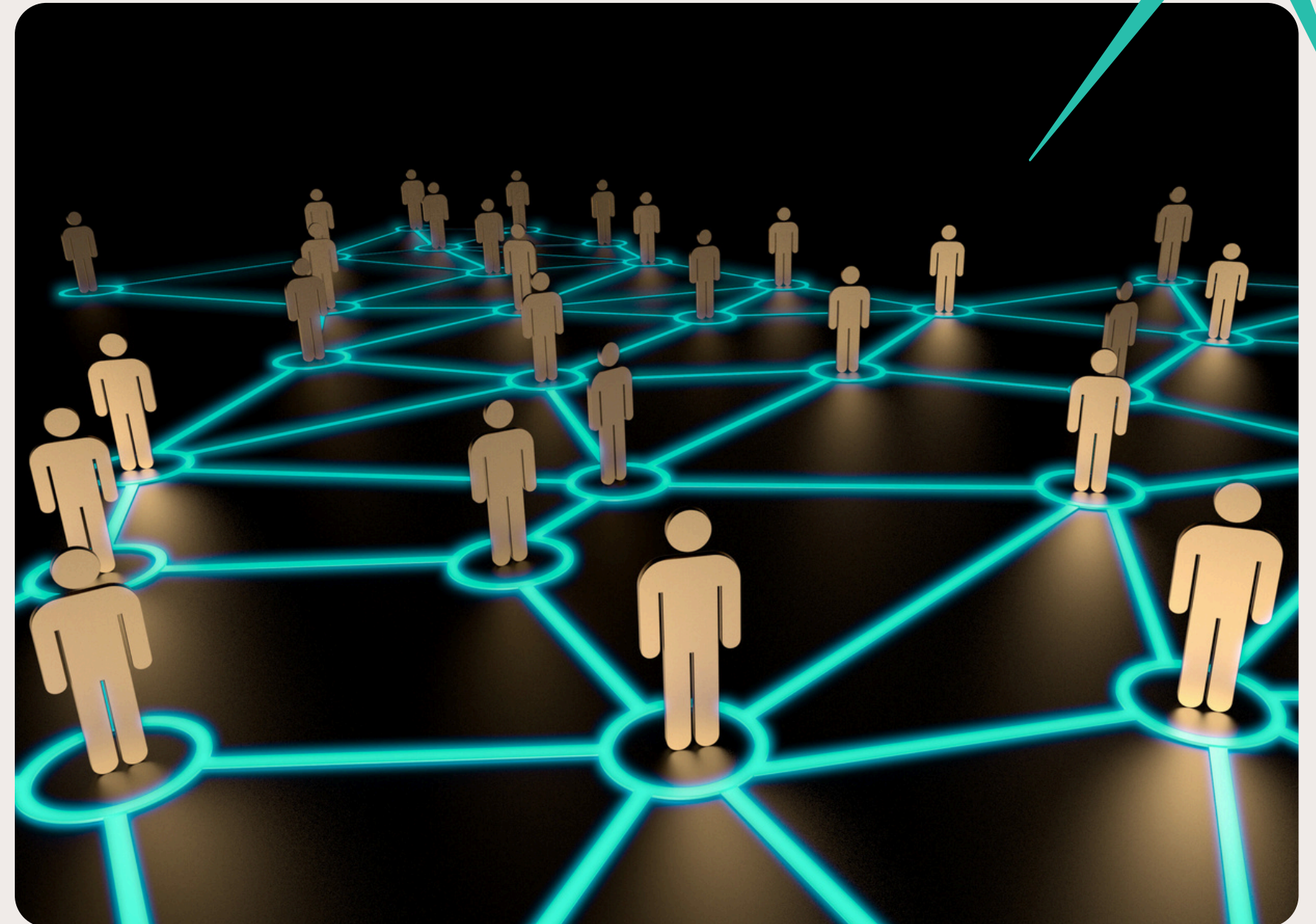
# LIVEWIRE

The 2-Day Virtual Education Summit

Wednesday May 13<sup>th</sup>  
Thursday May 14<sup>th</sup>

9:00am to 3:30pm ET

✦ [www.MMNLiveWire.com](http://www.MMNLiveWire.com) ✦



# “Near Me” to “Feels Like Me”: The Economics of Brand Alignment

presented by



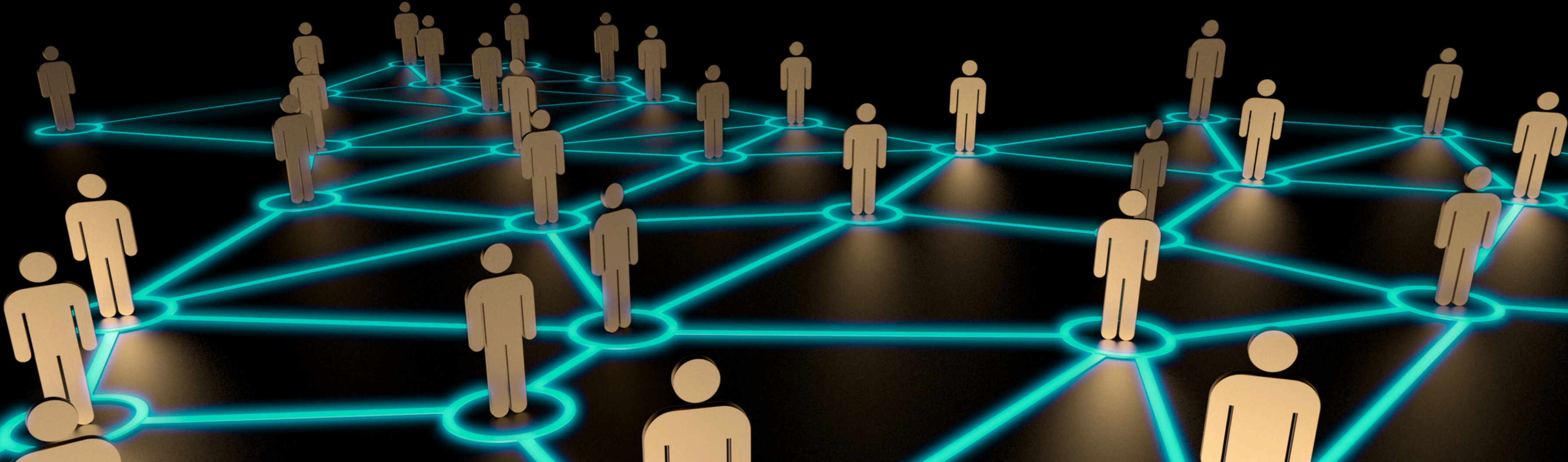
LIA NICHOLE SMITH



AARON METZGER



STACEY FEENEY

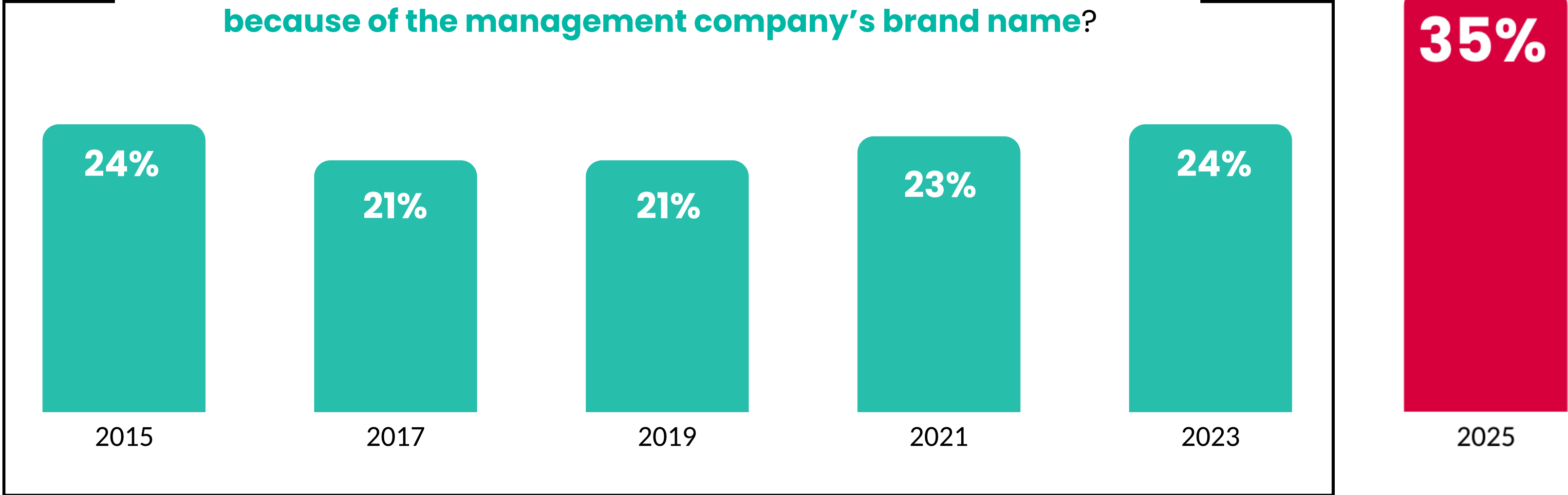


# Brand is not a motivator, it's a filter.

SOURCE: BIENNIAL ONLINE RENTER STUDY, SATISFACTS

Have you ever considered **not renting** at an apartment community because of the management company's brand name?

Have you ever considered renting at an apartment community **because of the management company's brand name?**



# Identity Economics in Action

Apple

OR

Android

Coca Cola

OR

Pepsi

Instagram

OR

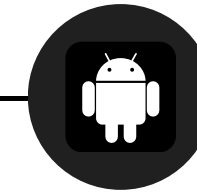
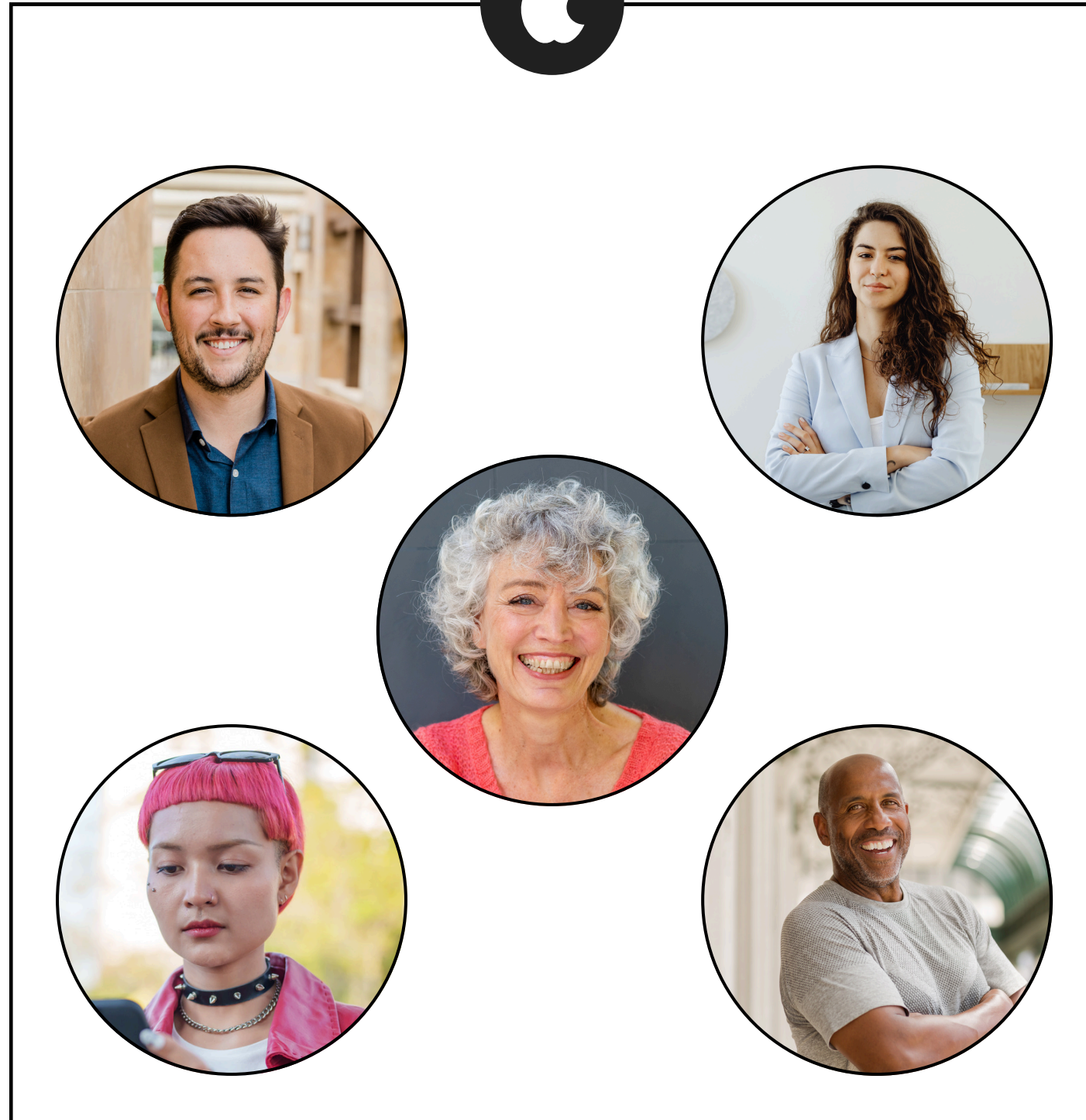
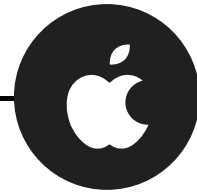
TikTok

MMN + mainstagecreative

**LIVEWIRE**




People make choices not just for gain, but to stay aligned with who they believe they are and the groups they identify with.



# Identity Cues

First impressions with minimal data

A seemingly innocuous design element can carry enough identity weight to attract or repel.

MMN +  mainsidecreative

**LIVEWIRE**



# Which community would you choose based on the logo?

A

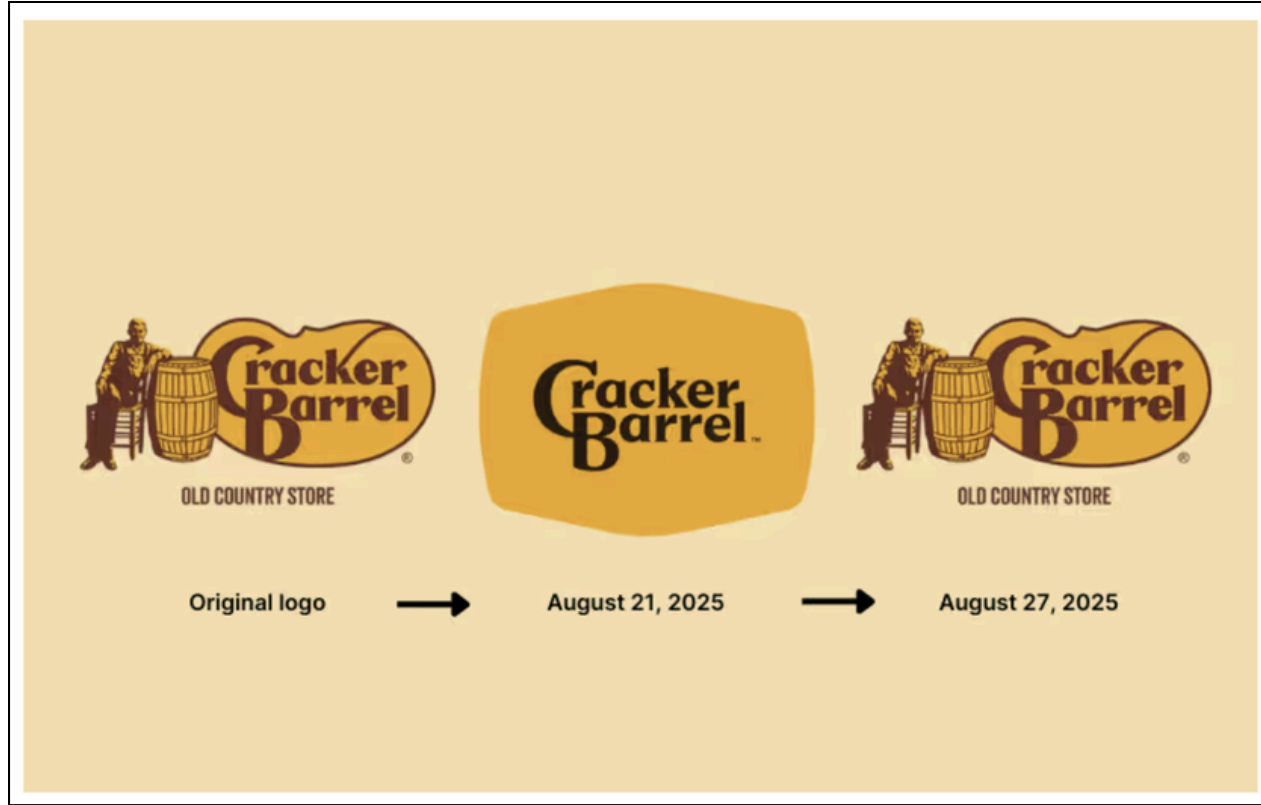


B



C





Following the logo redesign announcement in August 2025, the restaurant's stock fell about 7% on Thursday (representing a loss of nearly \$100 million in market value), but recovered a bit on Friday.



Source: [The Wall Street Journal Market Data](#)

**Cracker Barrel** @CrackerBarrel · Follow

We thank our guests for sharing your voices and love for Cracker Barrel. We said we would listen, and we have. Our new logo is going away and our "Old Timer" will remain.

At Cracker Barrel, it's always been – and always will be – about serving up delicious food, warm [Show more](#)

5:53 PM · Aug 26, 2025

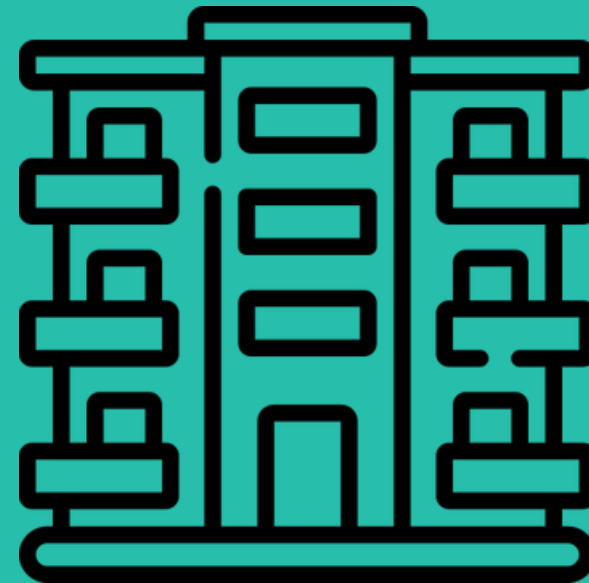
243.9K ❤️ Reply Copy link

[Read 44.7K replies](#)

# Persona building research informs brand development.



Why does someone want to live in this specific location?



What does this community have to offer and what makes it different from nearby competition?



Who are the people that would potentially live there?


**We're drawn to  
people and brands  
that feel like us.**



# Identity Framing

## The Elevator Pitch

Images help people see themselves in the story you're telling.

MMN +  mainstagecreative

**LIVEWIRE**



# Which community would you choose based on the messaging?

A

“Experience elevated living with premium finishes, resort-style amenities, and unmatched convenience.”

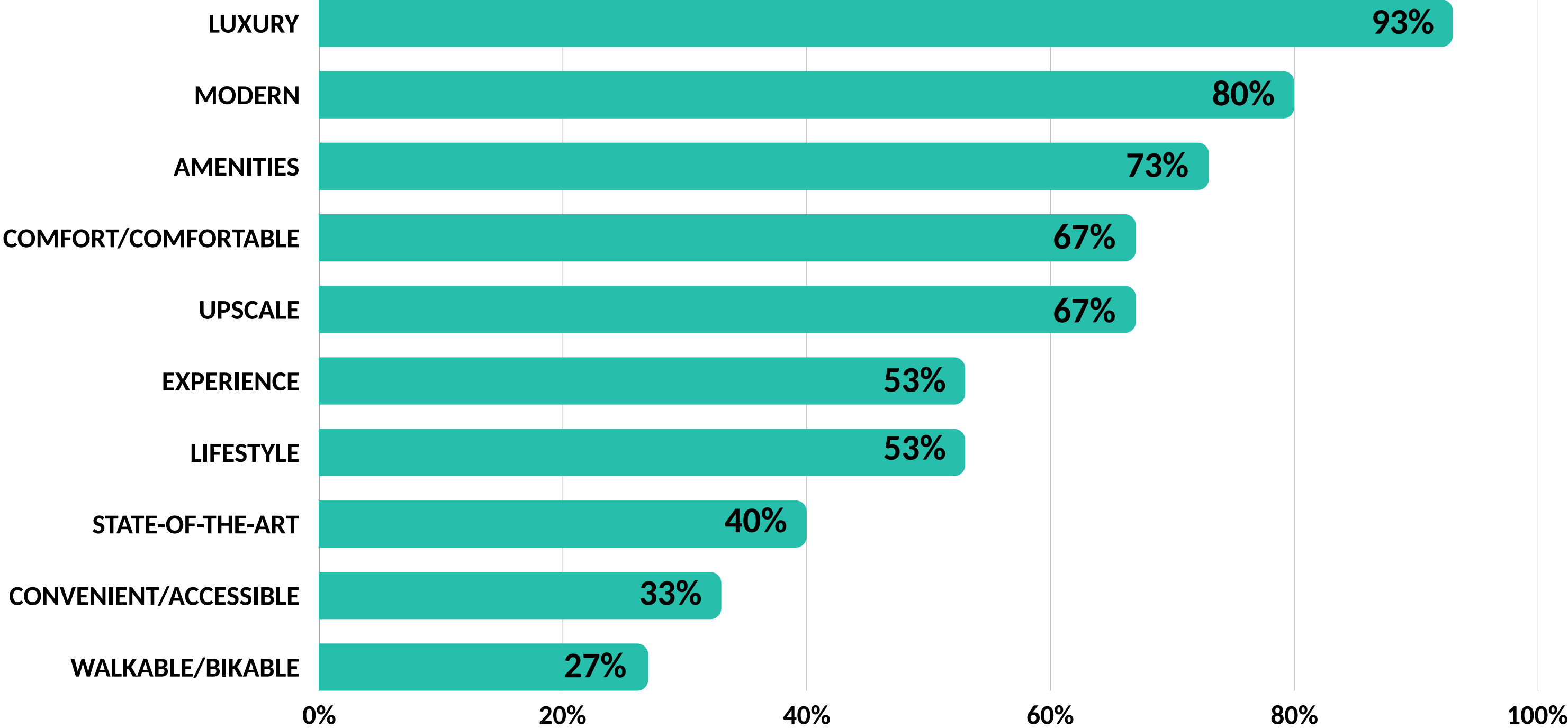
B

“A space designed for how you actually live; quiet when you need it, connected when you want it.”

C

“Smart layouts, reliable service, and a location that keeps life simple.”

# In your opinion, what are some of the most over-used phrases and/or words that apartment communities use in their marketing?

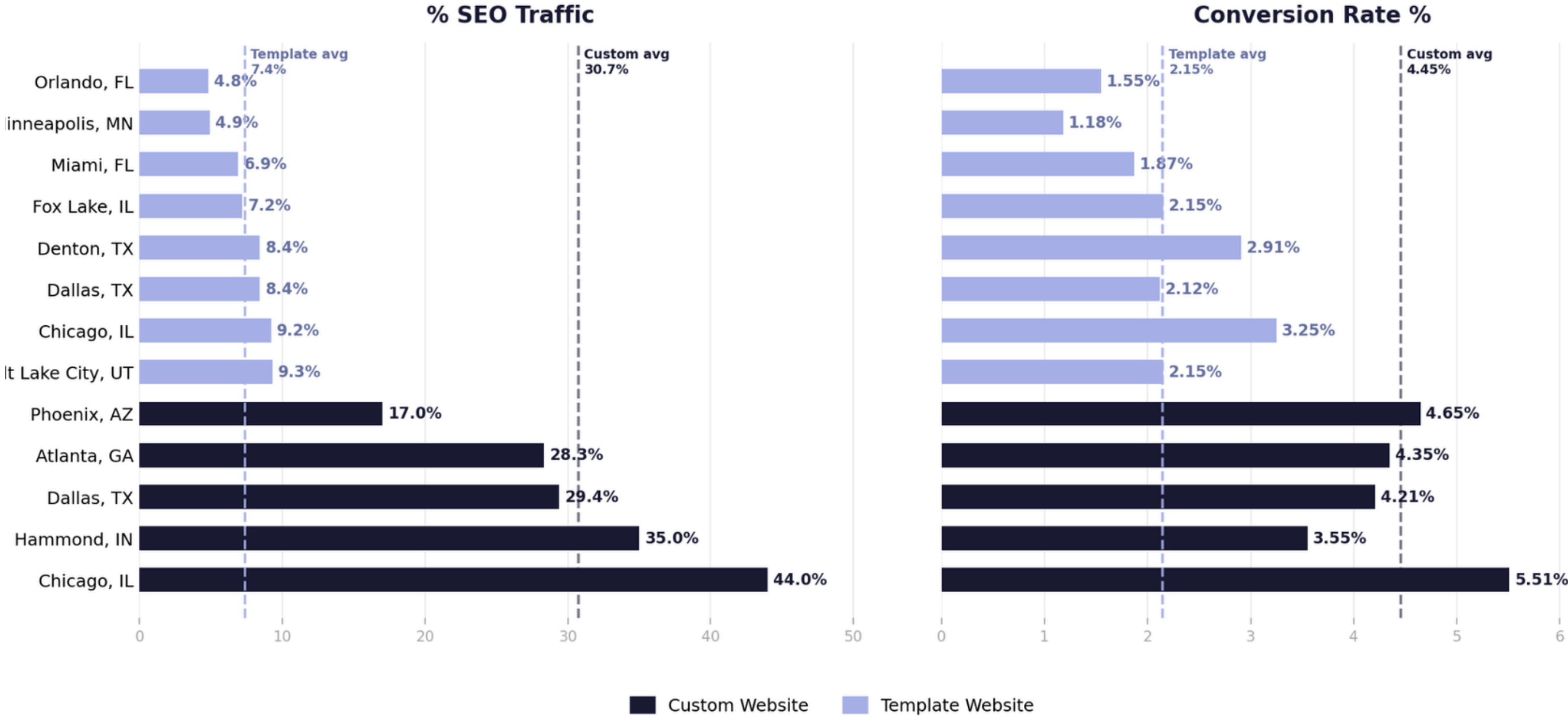


# Brand Building Drives Leads

Spending time an effort on branding and custom websites yields strong long-term results. Reducing media spends and increasing lead volume long-term.

## Custom vs. Template Website Performance

SEO Traffic % and Conversion Rate — 13 Properties

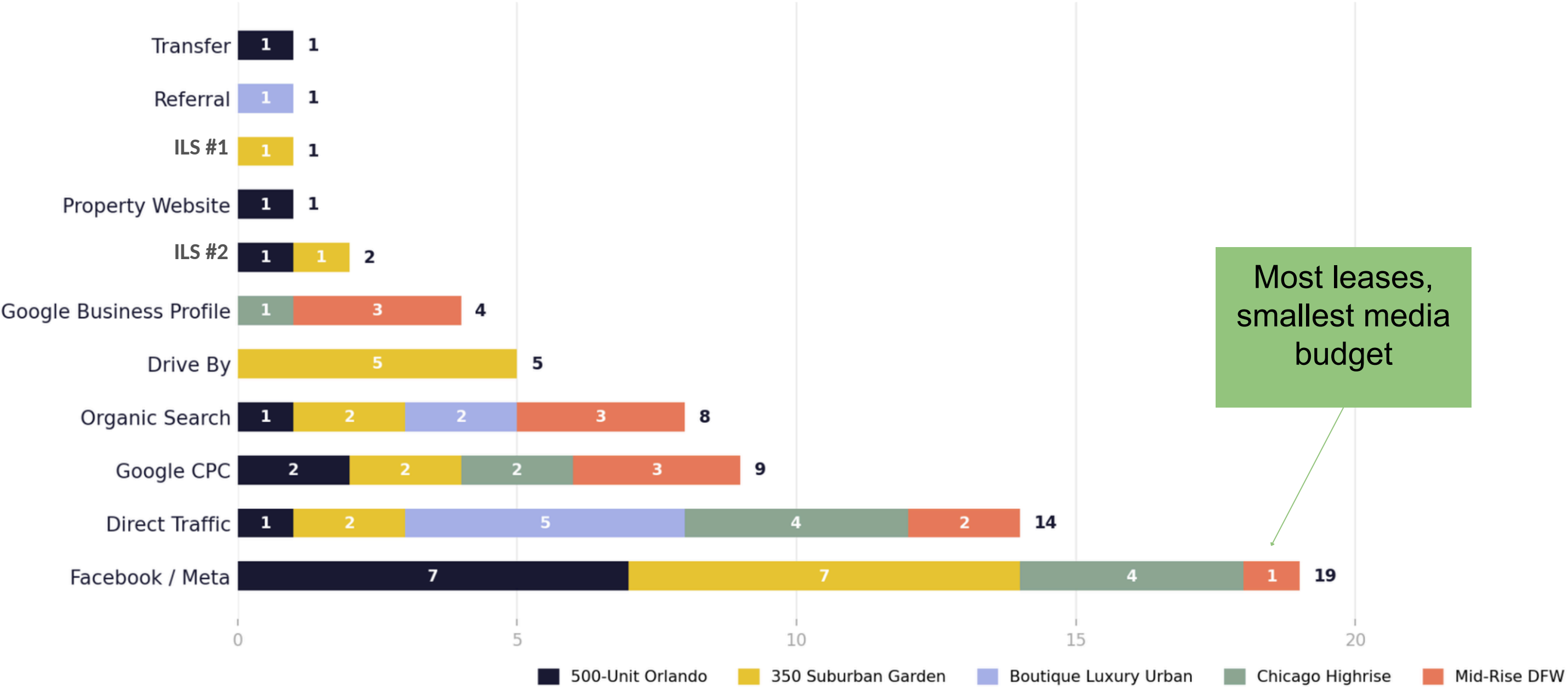


# Showing vs. Telling: Lifestyle Building

Achieving a lifestyle brand in multifamily is difficult. But the results show performance. By evaluating Lead-to-Lease Attribution, the impact of branding and collateral is apparent.

## Approved Leases by Source / Medium

Apr 12 - May 10, 2026 · 5 Properties · 65 Total Approved Leases



# Identity Confirmation

## Emotional Alignment

Photos don't just show what something is — it shows who it's for.

MMN + mainstagecreative

**LIVEWIRE**

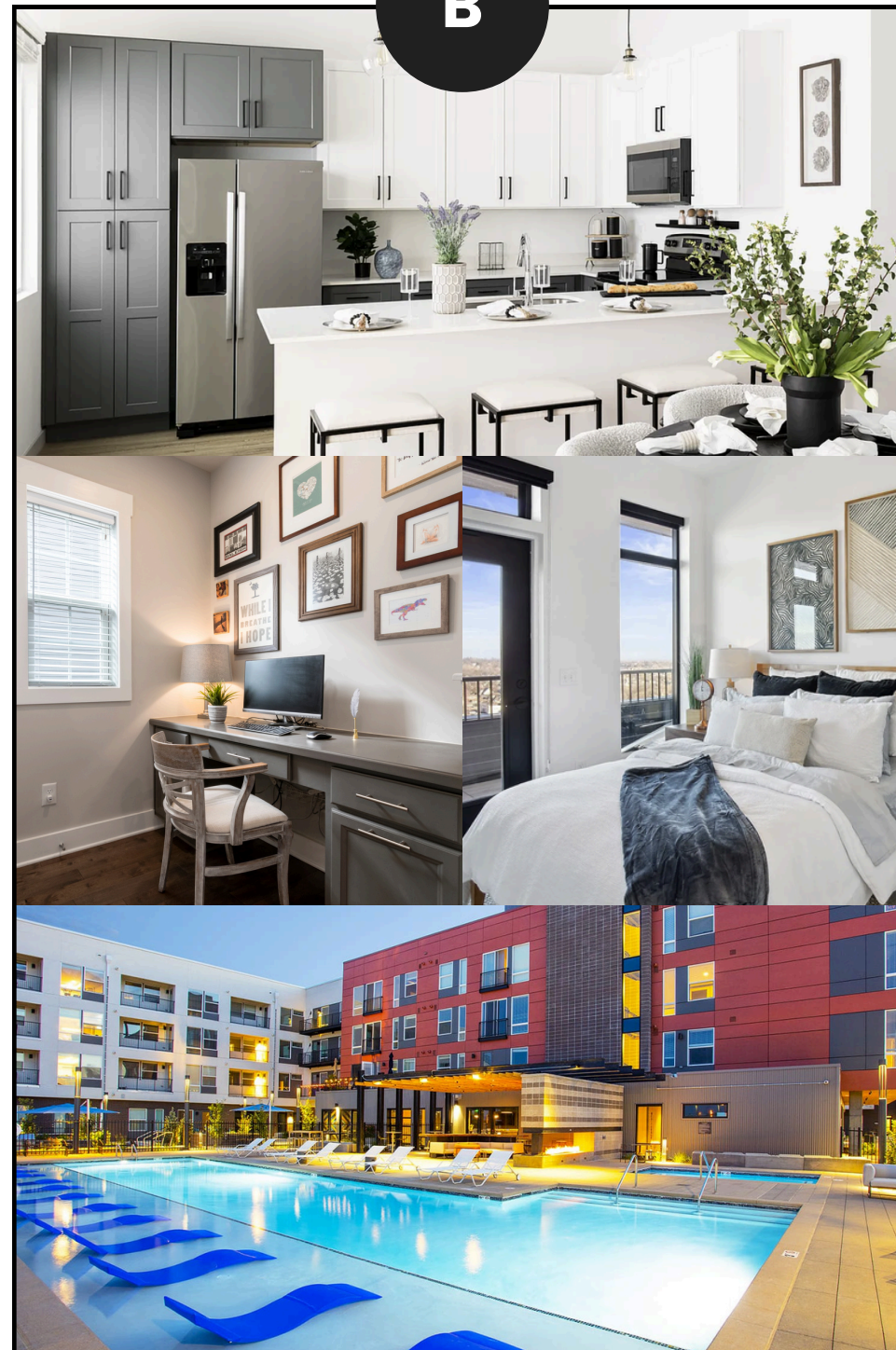


# Which community would you choose based on the photos?

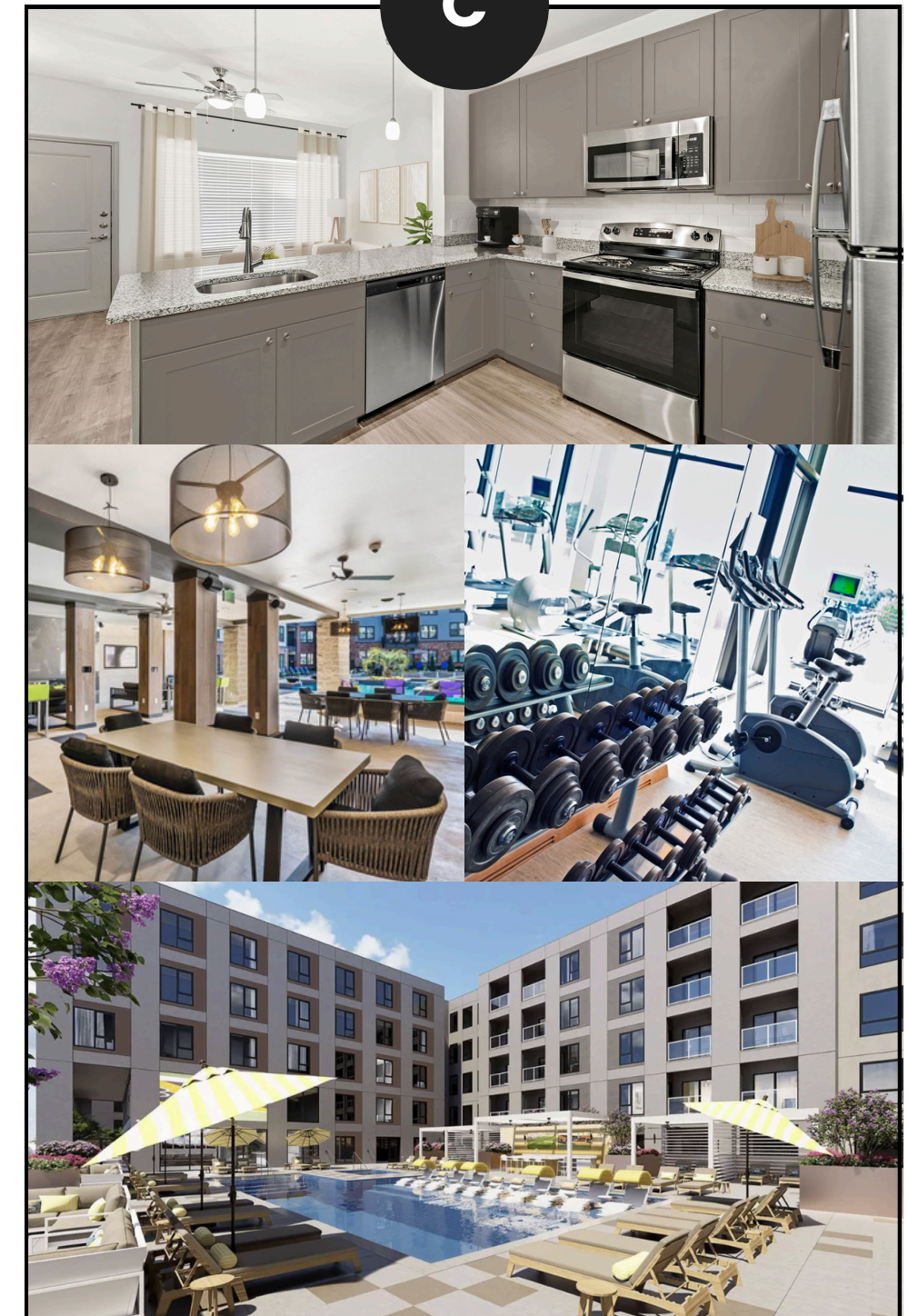
A



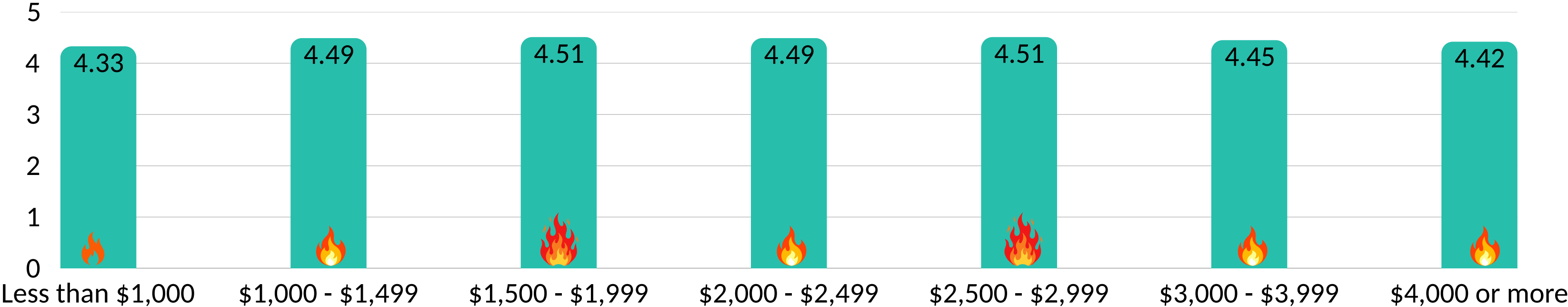
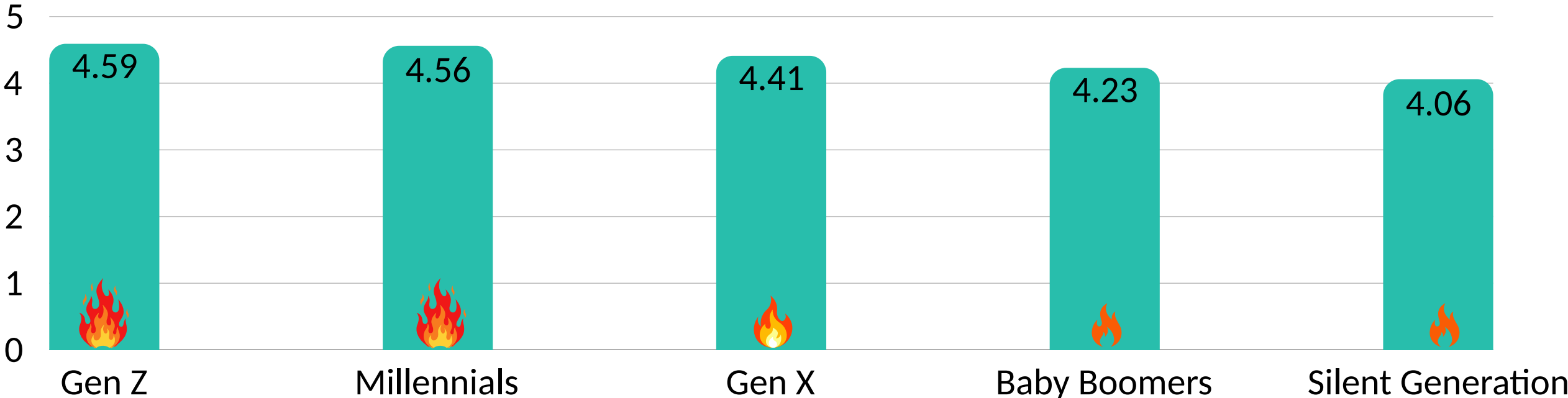
B



C



# Of all the information you could obtain on the Internet, how important are photos to you when shopping for an apartment community?





# AI Disclosure for Website Photos



1

## Why it's important

- Required by the FTC
- Emerging state laws
- Reduces risk of backlash, reputational damage, or regulatory penalties

2

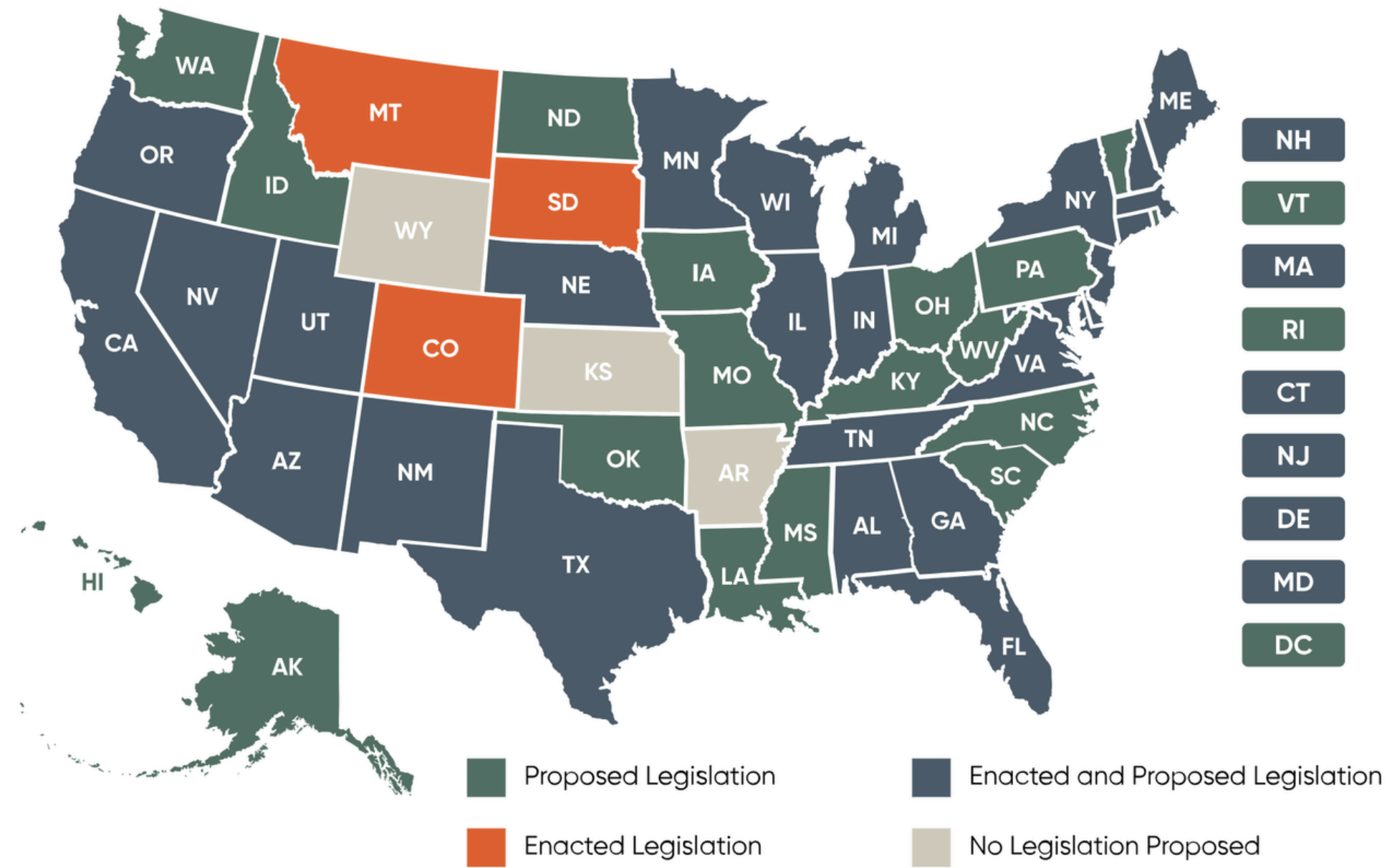
## What to disclose

- Clearly state when AI was used and whether content is synthetic
- Describe human oversight (editing, review, accuracy checks)
- Clarify when AI added new elements vs. simple retouching

3

## How & where to disclose

- Label directly on the image or add a small on-image marker
- Use a footer, banner, or site-wide notice for consistency
- Offer a link for deeper detail (“Learn more about our AI use”)



This material is not comprehensive, is for informational purposes only, and is not legal advice.



## Example Phrases

- “This image was generated using AI and may not be an exact representation of reality.”
- “AI-assisted image; human review completed.”
- “Created using generative AI tools; subject to FTC disclosure requirements.”

## Best Practices

- Be specific: avoid vague “AI” labels; explain what was generated.
- Match disclosure to context: marketing campaigns, product pages, and client work all need clear labeling.
- Review regularly: regulations and platform policies evolve quickly.

# Where to Start

90-Day Brand Alignment Plan

MMN + mainstagecreative  
**LIVEWIRE**



# 90-Day Brand Alignment Plan

1

## Month 1: Define the Identity

- Identify who your community is for (not everyone, someone)
- Define the lifestyle and feeling that identity aspires to
- Boil it down to one clear sentence

2

## Month 2: Rewrite the Language

- Audit and remove generic terms (“luxury,” “convenient,” etc.)
- Replace with language that reflects vibe, values, and people
- Make your messaging sound like a person, not a property

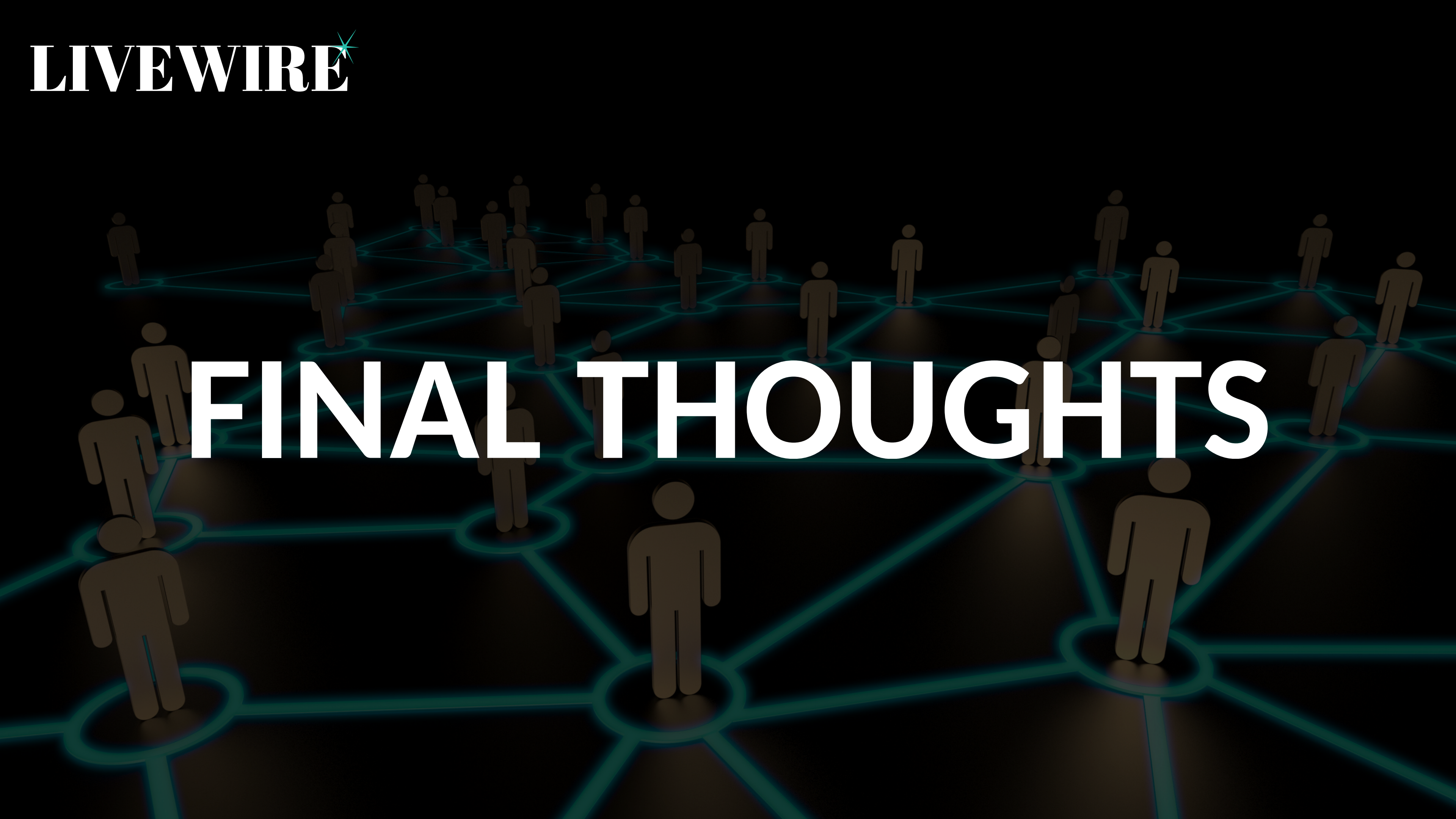
3

## Month 3: Align the Experience

- Audit every touchpoint from first click to resident experience
- Eliminate moments that contradict your identity
- Reinforce moments that create “this feels like me”

**LIVEWIRE**

# FINAL THOUGHTS





# Session Wrap-Up



**Brand is so much more than a logo. Consider working with a professional to develop your brands. AI isn't going to cut it in the sea of sameness we are already in with the buildings themselves.**



**Investing in strong branding and custom websites pays off long-term, and Lead-to-Lease Attribution makes that impact unmistakably clear.**



**Be mindful of the use of AI for design elements, website copy, etc. Disclosure must be clear and conspicuous to stay within the FTC and local guidelines.**



LIA NICHOLE SMITH  
Chief Brand Strategist  
Spherexx



AARON METZGER  
Founder  
Genius Digital Marketing



STACEY FEENEY  
Founder & Creative Director  
Zipcode Creative