

Case Study

MC Companies



Boundless Network helped MC Companies develop a comprehensive marketing campaign, including a new mascot, message and branded gifts.

ABOUT MC COMPANIES

With over 50 years of experience in managing in excess of 30,000 units in 7 states, MC Companies is a HUD Certified Property Management Company and active members in the Arizona Multi-housing Association, the National Apartment Association and the Institute of Real Estate Management. MC Companies has a strong reputation for building and developing first-class multi-family communities. They specialize in real estate investing and property management and are considered to be true experts at what they do.

PROMOTIONAL GOAL

MC Companies reached out to Boundless Network to assist in developing a creative marketing idea to welcome tenants to their new homes and thank them for choosing MC Companies. They wanted the gift to be both personal and memorable.



BOUNDLESS SOLUTION

Boundless Network worked with MC Companies to come up with a comprehensive marketing campaign, including a new company mascot, a new marketing message and a package of branded gifts. Since the program was scheduled to start during February of a leap year, the new company mascot became Mac the Frog, a relevant and charming face for the company's new campaign. The branded gift package included a lily pad-shaped mousepad, a tumbler, a pen and a notepad, all frog themed.

PROGRAM RESULTS

MC Companies appreciated Boundless Network's forward-thinking ideas, and Mac the Frog is now the star of the company's marketing efforts.



MC Companies
Real Estate industry

ABOUT US

Boundless Network is professionalizing the promotional products industry by offering innovative products and services. Find out more at: boundlessnetwork.com

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