Marquette Companies
Corporate PR Case Study

When Marquette Companies opened its doors in 1983, partners Nick Ryan and Bruno Bottarelli hired Taylor Johnson to get the word out. Thirty years and a few hundred articles later, we're still telling their story.

In the beginning, Taylor Johnson was charged with promoting Marquette's new-construction projects and apartment-to-condo conversions in the Chicago area, which we did with great success.

Then in the mid-2000s, Marquette entered into a public/private partnership with the Village of Lemont to develop a mixed-use project that would include retail, residential and office development, as well as tourist attractions along the historic I&M Canal. As the first comprehensive 'town building' project in Illinois, it was a significant endeavor, and we delivered significant exposure to match, with features in publications such as the Chicago Tribune, GlobeSt.com, Urban Land and Retail Traffic, just to name a few.

Links

- Real Estate BisNow article
- Commercial Property Executive article
- Illinois Real Estate Journal article

After seeing the media coverage we were able to secure with Marquette's local projects, there was only one PR agency the firm thought of hiring when it decided to embark on a national, corporate PR program in 2011 – Taylor Johnson.

By reaching out to the national media with a steady feed of news regarding Marquette's latest acquisitions, trends and executive/project profiles, we were able to generate a stream of high-profile news stories for the client in cities like Houston and Dallas, which it had recently entered, as well as outlets such as MultiHousing News, REJournals.com, Dallas Business Journal and Commercial Property Executive.

"It has been Marquette's honor to partner with Taylor Johnson over the years and truly no other company would we consider using. Their creativity, professionalism, and customer service skills have no equal."

--Jim Cunningham, Marquette Companies