

Announcing New Divisions, New Markets And A Rebranding

Corporate Communications

Case Study

Growing the size and geographic breadth of a portfolio, announcing new divisions and rebranding a business to reflect its evolution are just a few of the reasons clients turn to Taylor Johnson for its 40+ years of experience in real estate communications. CA, a Chicago-based real estate investment management company, is no exception. In the four years TJ has been working with CA, formerly known CA Ventures, the firm has expanded into the senior living, industrial, and medical office/life sciences sectors while continuing to grow its multibillion-dollar portfolio of student housing and multifamily assets, which now spans three continents.

With each major milestone, Taylor Johnson worked with CA to craft a PR strategy designed to reach a wide range of audiences, from institutional investors, to commercial brokers and occupiers, to consumers who call CA's residential communities home. Through coordinated media exclusives, press releases and pitches, we succeeded in establishing CA as a thought leader across each major asset class while promoting the firm's expertise in investment management, development and property management. Our efforts also highlighted the firm's continued expansion both domestically and internationally through investments in Europe and Latin America.

TJ's work for CA is but one example of a client that has benefited from both TJ's corporate communications and media relations services. This integrated approach results in a more

defined brand identity, with consistency between how a company talks about itself and how it is perceived by others, including the press.



Clips:

[American-Style Student Housing Spreading To Latin America](#)
Bisnow Chicago

[CA Ventures Launches Medical Office And Life Sciences Division, Led By Industry Veteran Russell Brenner](#)
Healthcare Real Estate Insights

[CA Ventures Moves into European Student Housing](#)
Multi-Housing News

[CA Ventures To Build Mixed-Use Senior Housing, Medical Office With New Vertical](#)
Senior Housing News