STAY IN BOSTON
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Margarita Barrios Ponce
"There was a point where I was like, 'I got gotta get out of here,'" Revolus said. "But I think now that I've graduated college and I'm working, I honestly [feel] this sense of responsibility to the city and the fact that it's given me so much.
... I do feel a bit like if I'm going to establish anything, I want to be in Boston."
Aisha, 24
MESSAGING
CALL TO ACTION
To meet demand by 2030, Greater Boston will need 125,000 to 200,000 new units of housing.
Even with a rising population, the region has permitted LESS HOMES RECENTLY than it did back in the mid-1980s.
CAMPAIGN
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34% of Boston's population is between 20 and 34 years old.
STRATEGY
04 Cause
05 Name
06 Angle
07 Audience
08 Location
09 Rollout
On the Go
"I started looking in the Boston area because I was like, 'It would be nice to be closer to my grandparents,'" in Hyde Park, said Johnson, now a graduate student in mental health counseling.
CAUSE
"It was an absolute no. I couldn't afford it. I couldn't find anything under, like, $2,000."
Rayla, 24
NAME
"They're making money in the business," he said. "I'm losing money paying rent. What needs to be done here is that there needs to be a more intentional effort on infrastructure and hospitality."
ANGLE
Hospitality to me is not just about welcoming people. It's about making the changes necessary so folks want to stay in Boston."
Nate, 25
AUDIENCE
"This might sound so depressing, but I truly cannot wrap my head around when I'll ever be able to buy a home. It just feels so unattainable right now," she said.
Kate, 29
LOCATION
"In some ways, I'm resigned to the possibility that I may have to rent forever if I choose to live here."
ROLLOUT
Closer to Home
More than 1 in 4 renters pay OVER HALF of their monthly income toward housing in Greater Boston.
Gen Z can expect to pay close to $226,000 on rent in their lifetimes.
BRAND ELEMENTS
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13 Typefaces
14 Color Palette
16 Imagery
18 Messaging
19 Call to Action
LOGO
TYPEFACES
I want to stay in Boston.
I want to stay in Boston.
I want to stay in Boston.
I want to stay in Boston.
I want to stay in Boston.
I want to stay in Boston.
In Your Neighborhood
COLOR PALETTE
IMAGERY
ABOUT