

Case Study

Hyper Local Gifting with Rize Alliance: Welcome to the Neighbourhood



THE CLIENT

Rize Alliance is a property developer focused on large scale, design forward, commercial and residential properties. They create unique, meaningful, and inspiring places to live, work and learn throughout Metro Vancouver - and they've been doing so for over 25 years. They're community builders who integrate their developments with the neighbourhoods they exist in.

THE BRIEF

Rize was looking for a housewarming gift for owners moving into their brand new development in Mount Pleasant. They needed a gift that went beyond showcasing Vancouver artisans, and instead, emulated the personality and culture of Mt. Pleasant. A gift that said more than "welcome home" - they needed a gift that said "welcome to the neighbourhood."

THE SOLUTION

Mt. Pleasant has been a buzzing culture hub since the early 1900's, and we knew we had to reflect this. It was our mission to assemble artisan products truly representative of Mt. Pleasant's eclectic feel, and find a unique way to highlight the local hot spots that make the area a community. We were up to the challenge.

We created a fully-customized gift that brings together the best artisans in Mt. Pleasant, and highlights neighbourhood hot spots.

- Neighbourhood tea towel featuring local area Mount Pleasant street art, local shops and landmarks
- Whole bean coffee from Kafka's - a popular coffee shop next to the development
- Mt. Pleasant neighbourhood branded candle
- Branded ribbon with the Rize Alliance logo to put their branding front and center





“Saul Good did a great job customizing this for our client demographic and were so easy to work with!”

— Angela Wakefield, Rize Alliance