

A man with a shaved head, wearing a blue and purple striped shirt, is seen from behind, focused on painting a large mural. The mural features vibrant, textured brushstrokes in shades of red, orange, yellow, and black. The man's hands are visible as he works on the artwork.

HISTORIC CASTLEBERRY HILL ARTS DISTRICT

# ARTFUL BRILLIANCE



## Challenge

With the unveiling of Mercedes-Benz Stadium, buzz for the immediate area reached a fever pitch, but many longtime property owners and merchants in the Castleberry Hill District were concerned about their ability to maximize its impact. Yard Nine wanted to attract new visitors, residents and businesses to the area. Additional plans included their development of a modern live-work-play complex that preserves the integrity of the historic neighborhood.

## Solution

Per Se Media Group was contracted to develop and launch a fresh brand identity that: differentiated Yard Nine and its merchants, while also emotionally connecting to target audiences to make the district an attractive destination. Using its proprietary Canvas<sup>®</sup> model, PSMG also conducted a comprehensive economic feasibility study (including market research/analysis) to inform Yard Nine's investment strategies.

## Outcome

Since completion, Yard Nine has secured its initial funding for the live-work-play complex, including the grand opening of a new art gallery, and a speakeasy called Parlour. The community has continued to build its brand recognition through direct outreach, marketing, PR and partnerships (film industry, Chamber, etc.).