

Media release

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CLV wins gold at Best Design Awards

Campus Living Villages' (CLV) new brand, launched in late 2009, has won gold at the 2010 Best Design Awards held in Auckland yesterday.

The brand was developed by Strategy Design and Advertising, with the goal to position CLV as global leaders in the field of student accommodation.

Strategy won gold in the Large Scale Identity Development category for brand development, and bronze in the Corporate Communications category for the 08/09 Annual Report.

"Campus Living Villages is delighted with the awards," says CLV Director of Sales and Marketing, Brigitte Murray.

"We sought to develop a brand that would stand out in our global markets while delivering quality and flexibility to the business. Strategy Design and Advertising delivered a world class identity that has captured the unique spirit of CLV and truly differentiated us in the sector. It is well deserved recognition of a very challenging project delivered to the highest standards."

The brand has been rolled out across all CLV villages, with the new corporate and village websites as the final remaining parts of the project. The new websites are due to be completed in 2011.

For examples of our new look, visit www.strategy.co.nz/our-work/campus-living-villages.

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