

Peter Cooper Village/Stuyvesant Town: “An Oasis in Manhattan.”

Peter Cooper Village/Stuyvesant Town is a unique place to live. No other environment has the park-like tranquility and sense of community combined with the excitement of a world capital just outside its perimeter. There are two tremendous benefits of living at PCV/ST that need to be communicated to make the most of the brand:

First, that residents are living in the most exciting place in the world—Manhattan—which has a rich and romantic history, rife with fascinating stories and excitement. Second, that they can get away from the hustle and bustle for refreshment each day by coming home to a cloistered setting with a slower pace, beautifully landscaped grounds, recreational facilities, and a secure environment. In other words, “An Oasis in Manhattan.”

These benefits cannot be overstated, and through ConnectedSign’s network of screens, residents can feel upbeat, positive, and smart for choosing to live in PCV/ST. We want residents to feel as though their choice of where they live reflects positively on them—much like a man who wears a Rolex watch or a woman who shops at Tiffany’s. In addition, the richness and diversity of activities and cultures can and should be celebrated through the digital signage system. There is always something to see or do, something to make you feel like part of the community. That needs to be strongly integrated into the brand message.

How ConnectedSign’s Digital Signage Can Enhance the Experience, Brand and Perceived Value of PCV/ST

Peter Cooper Village/Stuyvesant Town provides a diverse, multi-cultural community that offers an enriching residential experience right in the middle of the most powerful international trade center and leading cultural and entertainment capital in the world. By having followed a clear and consistent vision, PCV/ST has established itself as a unique residential “Oasis in Manhattan.” By adhering to and enhancing that brand image in all it does, Peter Cooper Village/Stuyvesant Town can continue to provide an “Oasis” experience; they can create an increased sense of pride and loyalty among its residents; and they can enhance its desirability and value among prospective and future residents.

It is the goal of ConnectedSign, through its digital messaging program, to contribute to the PCV/ST mission in all three areas:

- 1) Enhance the “Oasis in Manhattan” experience**
- 2) Reinforce the brand image to community members**
- 3) Raise the perceived value of PCV/ST to prospective and future residents**

There are endlessly creative ways to reinforce and enhance the “Oasis in Manhattan” brand. Through a carefully planned and consistently executed branding program, ConnectedSign plans to help maximize the equity that exists in Peter Cooper Village/Stuyvesant Town.

