1. Taglines & Slogans

ex: “There’s a Smarta way to rent off-campus”, “We only get paid when they get paid”

* **Want to capture the friendly, open, transparent, helpful brand identity**
* Just relax. We’ve got your back.
* We’ll get it done.
* Find friends. Find answers. Find a home.
* Save your worries. Rent Smarta.
* We’re here to help find a home--*your* home.
* Something about Smarta’s transparency vs. what’s usually a confusing/unclear process (don’t settle for confusion?)

1. Potential Spokespersons

**Informative yet fun brand identity, popular in target market**

* Currently, millennials trust influencers (especially YouTubers) even more than super big, famous celebrities --> Jenn Im (Korean American fashion beauty vlogger and fashion designer known for her YouTube channel with ~2.4 million subscribers in 2019 & popular among millenials): known for positive/encouraging attitude/mindset, fun yet also clear/helpful videos, relaxing “vibe”, very open & honest about her weaknesses/what’s going on in her life/how you should always listen to yourself in terms of health/wellness
* Taylor Swift (American singer-songwriter popular among millennials): known for narrative songwriting that are very open and share her own life stories BUT also listeners are able to truly relate to & feel understood
* Will Smith (American actor, producer, & rapper; Newsweek called him "the most powerful actor in Hollywood" in 2007; popular among millennials): known for being fun/funny/talented BUT also open/personable as he has his own YouTube channel since 2017 to show fans a more behind-the-scene look at his real life, helpful/nice too as he’s constantly used his wealth & fame to support various charities