
MINT ADVERTISING CHOSEN TO LEAD REBRANDING EFFORT OF RCP MANAGEMENT



Mint Advertising of Branchburg, N.J. has been selected as the advertising agency of record for RCP Management Company. In the role, Mint will be tasked with executing a company rebranding campaign designed to help RCP penetrate the upscale residential market. RCP has a staff of over 60 professionals and is one of only three property management firms in New Jersey to be an Accredited Association Management Company and an Accredited Management Organization. Eric Schoenfeld, CEO and founder of Mint Advertising, commented on the partnership in a press release. "RCP has been an established, respected player in the property management field for 35 years," Schoenfeld said. "The new brand will raise RCP's visibility in the real estate industry and create a memorable impression with a new generation of clients who are not previously familiar with RCP." Mint's rebranding efforts will include a new company logo, development of print collateral and lead acquisition campaigns.

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