

creative case study
rendezvous condominiums

the creative brief //

Project name: RENDEZVOUS CONDOMINIUMS

Client Name: THE RADCO COMPANIES

Project Overview: Recently acquired St. Petersburg, Florida property built 1987 — renovation to existing property. Property will be converted to a gated community, to address concerns of safety in the area. Units will be upgraded to include hardwood floors, granite counter tops, stainless steel appliances and brushed nickel finishes. Property will have an array of community amenities including a resort-style swimming pool, spa, a picnic area with BBQ grills, and a fitness center.

Current Competition: Competing properties in the area do not offer equivalent benefits.

Project Objectives: Create marketing materials for Rendezvous Condominiums by promoting renovations and grand opening.

Project Challenges: People feel and think the area housing options are not safe and “outdated”.

Marketing Materials:

Copy: Body copy and tag line should emphasize the upgraded property and it’s convenient location

Print Ads: Color ads placed in local newspapers targeted to brokers

Print/Collateral Materials: Office brochure, amenities one-sheet, paper system, property map

Website: Promoting property, amenities, location and purchase information

Social Media: Banner ads & email blasts for area brokers

Other: Billboards. Construction fencing to be used during renovations

Target Audience: Brokers and their clients

Primary Demographic: Broker’s clients — single 20-30 year olds working in the area

Secondary Demographic: Young adults and couples just starting a family and wanting a long term housing.

Call To Action: Broker incentive offer—\$1,500 broker bonus on sales made by August 31, 2007.

Campaign Message: Renovated & gated property in the area that offers luxury living, resort-style amenities and a convenient location between Tampa Bay and St. Petersburg Florida.

rendezvous:

of **french origin** — meaning a predetermined place and time for meeting, often a secret one, that you have arranged with someone for a particular time and place, typically between two people.

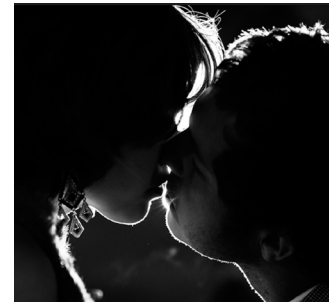
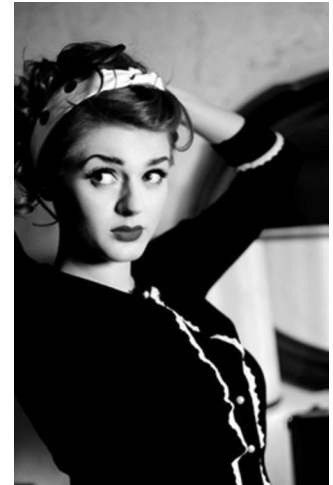
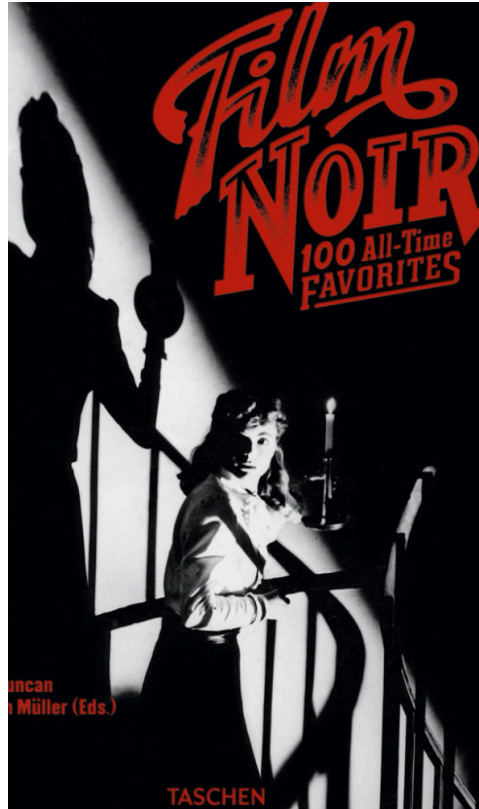
the creative brainstorm //



film noir:

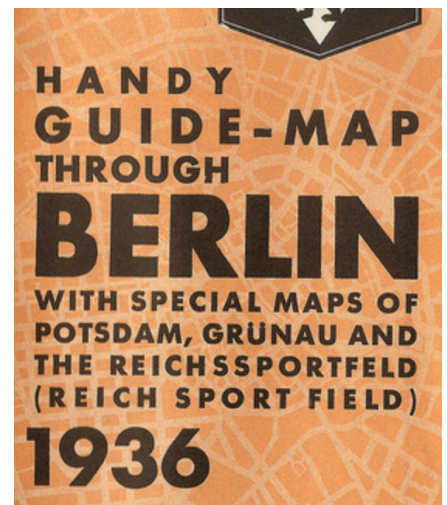
film noir (literally 'black film or cinema') was coined by **french film** critics (first by Nino Frank in 1946) who noticed the trend of how 'dark', downbeat and black the looks and themes were of many american crime and detective films released in france

image & mood inspiration //



futura:

aesthetic design and spatially structured characters make this font timeless. The **"v" character is unique** with its point at the apex.



futura medium

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

futura book

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

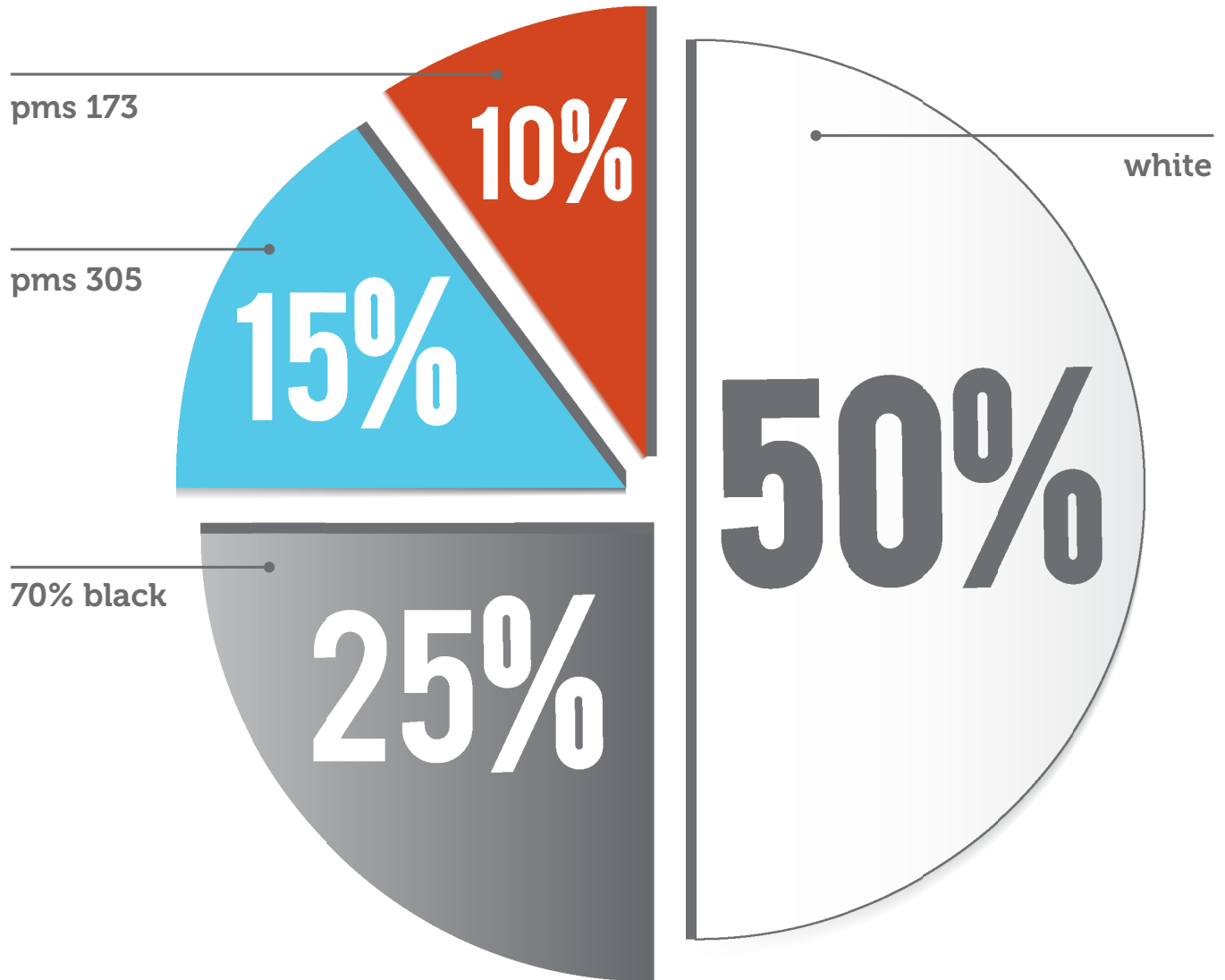
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photography style // black and white



rendezvous
condominiums
the point for your lifestyle

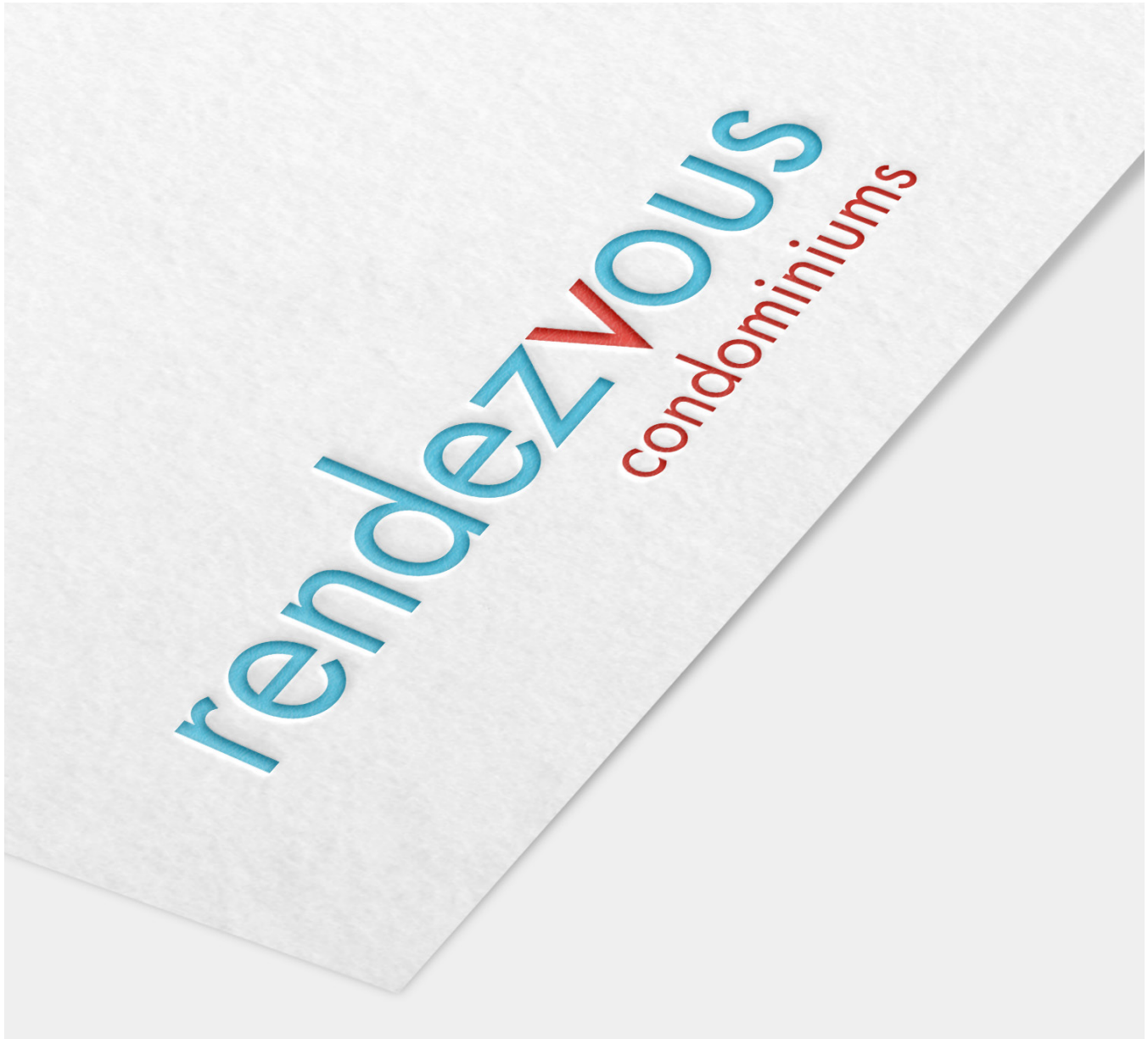
branding colors //



construction fence //







paper system //



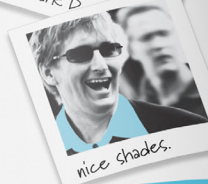


discover

rendezvous
condominiums



May 12,
Since I've moved in, I've explored 2
downtowns from top to bottom. Met
friends on the beach...and partied the
night away at Ybor, Channelside,
Bayshore...you name it—I've done it.
And it's close to work too (which just leaves
me more time to go out and play...so that's
cool.) I just feel really connected here, like
I'm a part of the city...a part of something.
A part of something I can't find anywhere
else but here. At Rendezvous.



close to everything

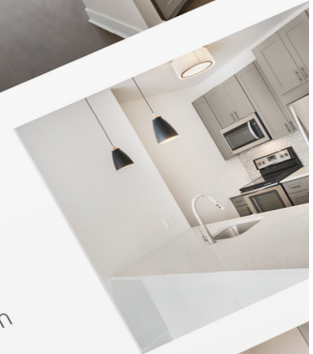


rendezvous

rendezvous condominiums

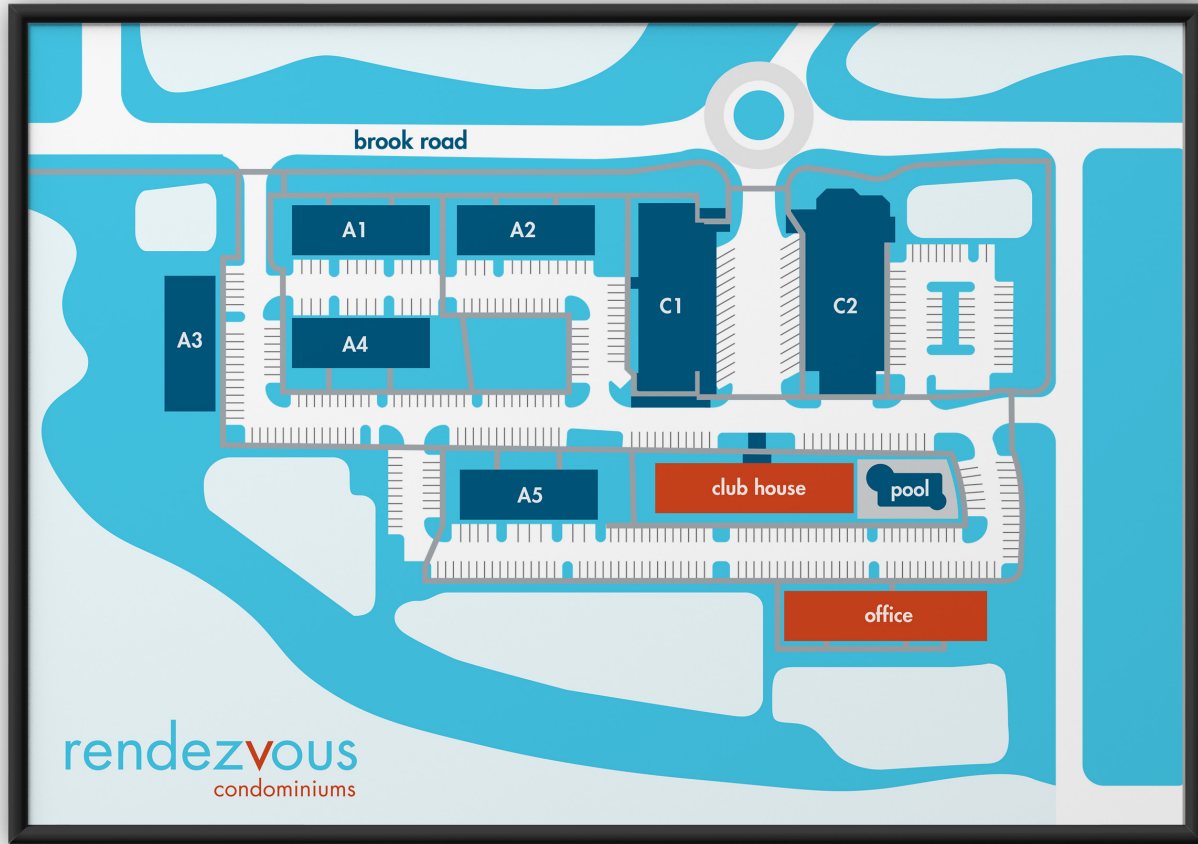
conveniences

- > contemporary lobby and reception area
- > fully equipped mail room and package storage
- > library
- > reading room
- > game room
- > resident lounge
- > full-service café
- > fitness center featuring weight training and cardio equipment
- > resort-style pool and luxury deck with lounge and resident social seating
- > landscaped public courtyard and gathering areas



oversized windows
throughout

property map //



rendezvous
condominiums
RendezvousStPete.com

Check out
Rendezvous!!!
Condos from
the \$130s!

Do you live for the next rendezvous?
rendezvous is an incredible opportunity for you and your clients! Newly renovated, premier upgrades, immediate deliveries and an extra \$1,500 broker bonus on homes sold by August 31, 2007

- > resort style amenities
- > gated community
- > premium finishes and upgrades
- > the gateway between Tampa and St. Pete's
- > from the \$130's

Visit **RendezvousStPete.com** and find out more about this exciting new opportunity in Tampa Bay.

RAVCO QUALITY BUILDING BETTER
MARKETING DIRECT LOSS PREVENTION



rendezvous
condominiums

> It has everything, it's close to everything. And it's mine!

rendezvous
condominiums

Do you live for the next rendezvous?

If your idea of the cosmopolitan life means instant access to all that Tampa Bay has to offer, rendezvous welcomes you home. From our gated community, you can explore it all: the beaches, the nightlife, and the best of the rest. And living at rendezvous is an escape all its own: from premium finishes and upgrades, to our resort-caliber pool and spa. So whether you're entertaining at home or having a night on the town, it's sure to be a rendezvous you'll never forget.

RendezvousStPete.com

Grand Opening
Rendezvous!
Condos from
the \$130s!

John Smith
123 Any Street
Any Town, US, 45678



Trouble viewing this email? View as a [web page](#).



rendezvous condominiums

<< Dear Broker >> ,

A newly renovated property is available for your clients. Perfectly priced and amazing location—situated perfectly between St. Petersburg and Tampa Bay.

Rendezvous Condominiums is an incredible opportunity for you and your clients! Newly renovated, premier upgrades, immediate openings and **an extra \$1,500 broker bonus** on homes sold by August 31, 2007. Your clients will love:

- > resort style amenities: pool, spa, state of the art fitness center
- > gated community
- > hardwood floors, granite counter tops, stainless steel appliances and brushed nickel finishes
- > the gateway between Tampa and St. Pete's
- > from the \$130's

Visit RendezvousStPete.com and find out more about this exciting newly updated property.



convenient
location



night life &
entertainment



over 300 low-cost
restaurants



200+ fine dining
experiences



resort style
amenities



banner ads //



rendezvous
condominiums

click
for
more

rendezvous
condominiums



Do you live for your next rendezvous?

click for more

rendezvous
condominiums



Do you live for your next rendezvous?

click for more

brainstorm additional ideas //

extras:

matchbooks & beverage napkins supplied to local coffee shops and bars where our primary audience would be hanging out before or after work

brainstorm additional ideas //

