



Marketing ideas

that grow your business

Hunt Valley

iMARC SALES CD

SITUATION/PROBLEM

GREENBERG COMMERCIAL IS A LEADING EAST COAST REAL ESTATE DEVELOPER, WITH A STRONG EMPHASIS ON COMMUNITY AND SHOPPING CENTER PROJECTS. THEY FOUND IT VERY DIFFICULT TO SELL THE SIZZLE OF A NEW DEVELOPMENT – THE ATMOSPHERE, THE ARCHITECT’S VISION AND THE BENEFITS – IN THE EARLY STAGES, LET ALONE BEFORE GROUND IS EVEN BROKEN. AND YET THIS IS WHEN THE PRESSURE IS HIGHEST TO GET SALES UNDERWAY, TO GET SOLID COMMITMENTS FOR THE SPACE.

OBJECTIVE

Our objective was to design a marketing vehicle with much more impact than traditional print materials alone could produce.

SOLUTION

We developed a 3D fly-through animation that makes it easy for tenants to imagine themselves in the midst of this new development. The animations are in short sequences, allowing viewers to follow their interests through the content. The design, music and animation all make it a fun exploration that is still a novel experience. This multimedia



encounter grabs a prospect’s attention and holds their interest far longer than an old-fashioned leasing book. There is also room for plenty of supporting data. Anything a prospect wants to see is there for them: demographics, site plans, articles, photos and so on. This format can also be updated easily.

RESULTS

Greenberg was able to get commitments for an unprecedented two thirds of the new space just six months after construction began – a full year before occupancy.



PriMarc