



Creativeworld

**The key element for
property marketing**

**Commercial Property
Marketing Overview**

Enter Issue One



In Safe Hands

As the leading commercial property marketing specialist in the UK, we understand the commercial property market and how it operates.

Being a true full service agency means we can offer integrated strategies and solutions which incorporate print, website, signage, advertising and other promotional items.

We pride ourselves on the professional service we offer and our existing clients will testify that you cannot put your project in safer hands.

Our knowledge of the commercial property market is borne out of many years involvement with some of the biggest names in the industry, working across all sectors.

- Office
- Industrial
- Retail
- Leisure
- Residential

Our comprehensive range of services for commercial property market include:

- Brochures
- Interactive pdf brochures
- Signage
- Advertising
- Mailers and emailers
- Websites
- Display systems
- Photography
- CGI Production

The following pages showcase just some of the projects completed in recent years and the clients we have worked with.



Commercial Property Marketing

Here at Creativeworld we have been working in the commercial property market for over 20 years, and are one of the county's most recognised creative marketing companies. In this time we have had the pleasure of working with all types of professionals, from the highly charged property owner, the conservative pension fund manager, the property adviser and many other characters - creating some truly innovative and inspiring marketing literature along the way.

During the last few years the market has gone through some challenging times, with marketing budgets regularly being reduced, which is understandable due to the market conditions we currently find ourselves in. What is important to us is that our clients get good value for money and that every pound spent, is spent effectively. To completely cut marketing budgets is a little short sighted, we feel. We only have to look at leading companies and brands that affect our everyday life; they adjust their marketing to the current conditions, never cutting their budgets completely and there are many cases to prove this is the best way to move forward.

We use our wealth of experience in the industry to assist in the lease of properties all over the country; from print to digital brochures, in-house or bespoke style to create the impression of exclusivity, organising photography to show off the property to its full potential, designing a tailor made marketing strategy to best represent the property to potential suitors through advertisements and signage or creating a website where the information is available to all or accessed through secure links that can be monitored from anywhere in the world.

What is important for our clients is that we are able to take away a lot of time and effort in the production process, so they can concentrate on the strategy of letting or selling the property and ensuring the deal runs as smoothly as possible. We ensure that deadlines are met, and with no hidden charges along the way. The initial budget agreed is what we work with, allowing you complete peace of mind. We pride ourselves on the quality of work we produce and through our expert team of passionate individuals, are able to create something truly special for each project we work on.

Included in this first issue is a sample of some of the instructions we have been involved with in recent times, some of which you will be aware of, and hopefully will give you an insight to what we can offer you as a creative agency.

Creativeworld Team





Folder Spread

**Linley House, Manchester
for TSG Property Consultants**

4 page folder and insert, pop up display and building sign.

Using linework of the exterior of the building and applying a spot varnish to a black cover created the subtlety needed to exude quality and encourage the reader inside to be welcomed with beautiful photography.

LINLEY HOUSE
Superior Office Accommodation

5,000 to 25,000 sq ft

All Enquiries
 0161 833 9991
 0161 834 7459
www.linley-house.com



Building Sign

LINLEY HOUSE
DICKINSON STREET, MANCHESTER CITY CENTRE M1 4LF

TO LET
Refurbished Office Accommodation Available Now

Features include:

- Secure on-site car parking
- Single Reception up to 10,110 sq ft (940 sq m)
- Modern spacious entrance hall
- Air conditioning
- Refined floor
- Excellent natural light
- 50k+ compliant
- EPC - C rating

To View Contact the Agents

0161 833 9991
 0161 834 7459
www.linley-house.com

Pop Up Display



Folder Spread

Insert

Pavilions, Knutsford for Jones Lang LaSalle

4 page folder and insert, brochure, website and site signage.

Using a vibrant colourful palette to promote the fresh and welcoming environment at The Pavilions Knutsford, the stunning photography sells the benefits of the location as well as the quality of the offices.



10x8 Sign



iBrochure



Home
Introduction

Office Marketing
Linley House, Manchester
Pavilions, Knutsford
Deva City Office Park
Steam Packet House
Halton 5 Office Centre
41 Spring Gardens

Student Accommodation Marketing
Student Castle

Industrial Marketing
Union Square, Trafford Pk

Contact Us

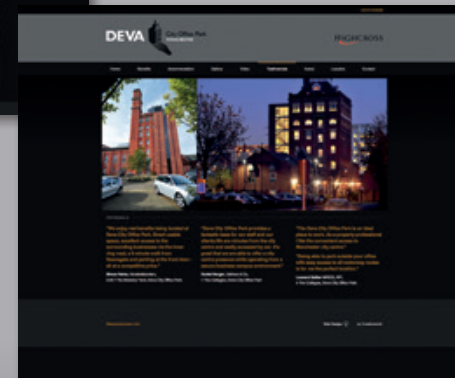
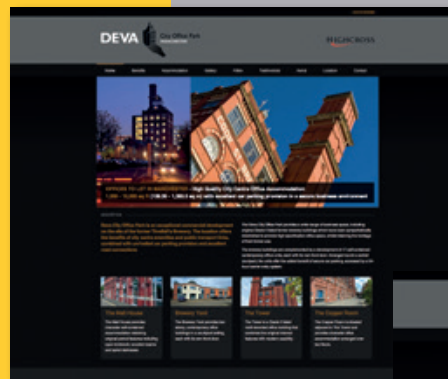


Folder Spread

Deva City Office Park, Manchester for Highcross

4 page folder and insert, website, pop up display and advertising.

Deva City Office Park is an exceptional commercial development on the site of the former Threlfall's Brewery, Manchester. This is creatively illustrated in the logo and the use of a traditional colour palette.



Website Pages



Pop Up Display



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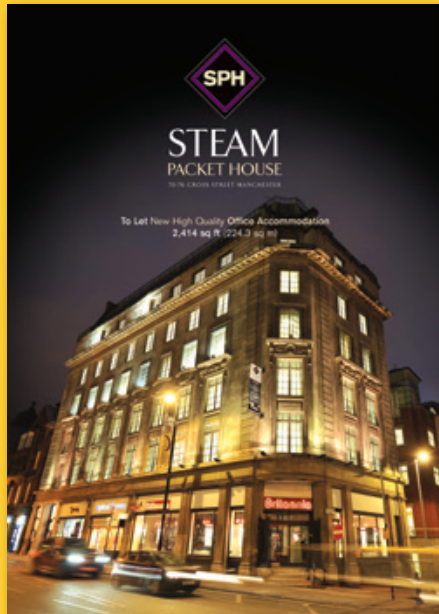
Student Accommodation Marketing
Student Castle

Industrial Marketing
Union Square, Trafford Pk

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Print



Folder Spread

Steam Packet House, Manchester for Edwards & Co

4 page folder and insert, website, advertising, banner sign and launch material including invite, postcards and emailer.

The refurbishment of these former shipping offices was key to the creative approach on this project. Using specific colour schemes and graphics to remember the past and promote the present, we created a design to reflect the high quality office environment.



Website Pages



1/4 Page Advert



Banner Sign



Halton 5 Office Centre, Runcorn for Highcross

14 page 'H' shape folding brochure, website, iBrochure, pop up display and advertising.

With five selling points and a building in the shape of the letter H, we created Halton 5 Office Centre. Using a 3D 'H' logo in the form of the office building, we designed a unique brochure that folded to the shape of a 'H' with each panel focusing on one of the five selling points. Each of these selling points was allocated a specific colour and translated across the supporting marketing material with ease.



Full Page Advert



Pages from iBrochure



Pop Up Display

Office Investment Projects



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Print



Waterhouse, 41 Spring Gardens, Manchester for P3

6 page folder and insert, advertising, banner sign and launch material.

Renamed after the famous architect Alfred Waterhouse, who designed the building for the National Provincial Bank in 1890, the elegant refurbishment of the offices was the inspiration for the creative approach on this project.



Folder Spread



Full Page Advert



Inserts

Student Accommodation Marketing



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Print



Student Castle, London

Brochure, website and all onsite internal and external signage and displays.

We have worked with Student Castle since their inception, bringing their ideas to life. We have worked on each scheme as it has launched, producing all marketing material from site hoardings to brochures.



Graphics in Reception Area



Brochure



Website



Section of Site Hoarding

Make the switch to Creativeworld, the shining light of property marketing.

For a quotation or to find out more about our property marketing solutions please contact our dedicated team of experts.

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