

A real
estate
agency
wanted its
own digital
property.

Development notes.



Innercity.

The unusually intense competition between real estate agents in our client's location drove them to rethink their image.

Their current design meant their name could not be read at a distance on 'For sale' and 'For lease' signs, and did not emphasize their innercity expertise.

They wanted a digital property brand they could call their own, and something that differentiated them from the crowd.

The 'i' reads as the first letter of their name, as a two buildings on a street separated by a lane, or perhaps as the entrance to a home or office off the pavement.

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A business
improvement
firm
wanted an
improvement
of their own.

Development notes.



The company is a well regarded business improvement firm in the demanding field of manufacturing.

They had the same image they started with and now wanted an improvement of their own.

They sought to tell their market they had the answers to their clients' problems and were good communicators.

Their long company name was simplified to the three letters they used in speech, and when answering phones, and the original background badge ellipse was tweaked into a dialogue box.

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**Loud
briefs
and
recommended
volume
settings.**

Contact number.

Our output is different,
and so is our input.

The way you input to
us could not be more different
than the usual agency round
of account briefings.

You brief Greg Marshall
who will be doing the writing
and designing.

He will be creating all
your work guided by your
thoughts on how you express
ideas, the image you want to
portray, and how this task at
hand fits in with the direction
you want your firm to take.

If this direct-to-disc
path is how you would like
to work with those tasked
with translating your internal
thoughts into broadcast
external communications,
we'd like to hear from you.

The number in Sydney,
Australia is +61 2 8356 9799.

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