

MC<sup>2</sup>

TRAMMELL CROW

ADVERTISING  
BRANDING  
CO-MARKETING  
COLLATERAL PROGRAMMING  
SPECIAL EVENTS



TWEET



LIKE



PIN

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*B R A N D   A N D   I D E N T I T Y   D E  
F O R   A N   U L T R A - L U X U R Y   C  
D E V E L O P M E N T   O N   O C E A N  
S A N T A   M O N I C A ,   C A L I F O*





## OBJECTIVE

A one of a kind luxury condominium development needed a ground up branding and marketing program. The property had a unique market space which required specialized communications. No two units were alike and each condominium started at a high price point of \$5 Million and above.

## SOLUTION

MC2 created a positioning statement and tagline that summed up the luxury proposition of this condominium development: 15 Unique Limited Edition Residences. One Iconic Ocean Avenue Address. With price points ranging from \$5.2 Million upwards of \$20 Million, it was important to address the potential homeowner who doesn't want to be sold but rather seduced into buying.

With no two floor-plans alike, each residence was positioned as a Private Estate Villa and the tactile marketing collateral reinforced the sell by conveying the aesthetics of 301 Oceans architecture which was inspired by Wallace Neff and Addison Mizner.

The branding and marketing program consisted of identity development, collateral, website, virtual films, inspiration documentary film, select broker outreach and exclusive co-marketing events, which included a private reception attended by 300 of Los Angeles' top real estate brokers and

a V.I.P. debut hosted by fashion designer John Varvatos.

## RESULT

The campaign and event garnered strong interest from top Southern California area brokers.

The results were one pre-sold unit, two letters of intent and strong pre-market interest including several potential celebrity buyers.

The John Varvatos event had over a 100 invited guest in attendance, included many from the entertainment community; LeAnn Rimes and Eddie Cibrian, Ric Schroder and Mark Burnett of Survivor.

**// View Gallery**

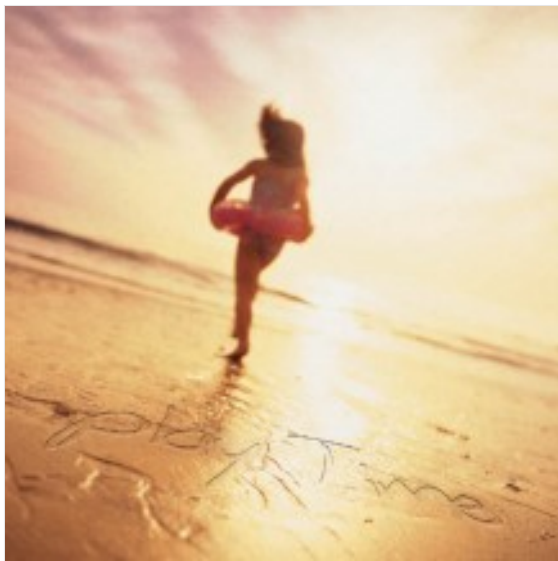
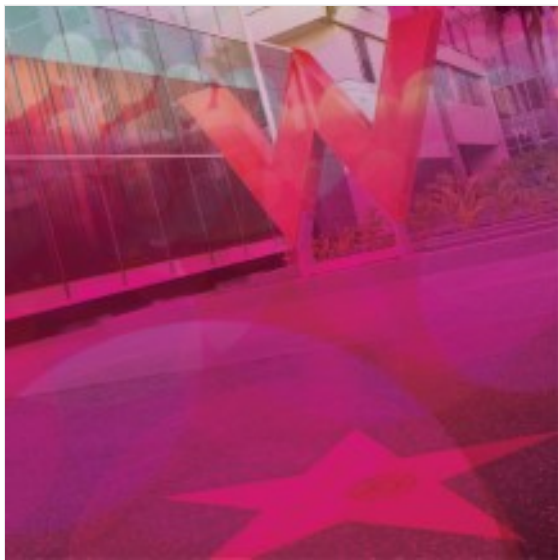
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LOS ANGELES

325 West Eighth Street, Suite 405  
Los Angeles, CA 90014  
Tel: +1.213.612.4488

NEW YORK

411 Lafayette Street, 6th Floor  
New York, NY 10003  
Tel: +1.646.722.7436

HONG KONG

15/F, 100 QRC Queen's Road  
Central Hong Kong  
Tel: +852.2824.8311

CONTACT [INFO@E-MC2.COM](mailto:INFO@E-MC2.COM)