

Spin Advertising

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ADVERTISING + MARKETING = *results*

As brand consultants, graphic designers and marketing experts we are able to offer a wide range of creative and strategic services with a single point of contact. From identity to interactive, print to advertising, environments to marketing strategies, social media integration to SEO optimization; our approach is thoughtful, proven and driven by results.



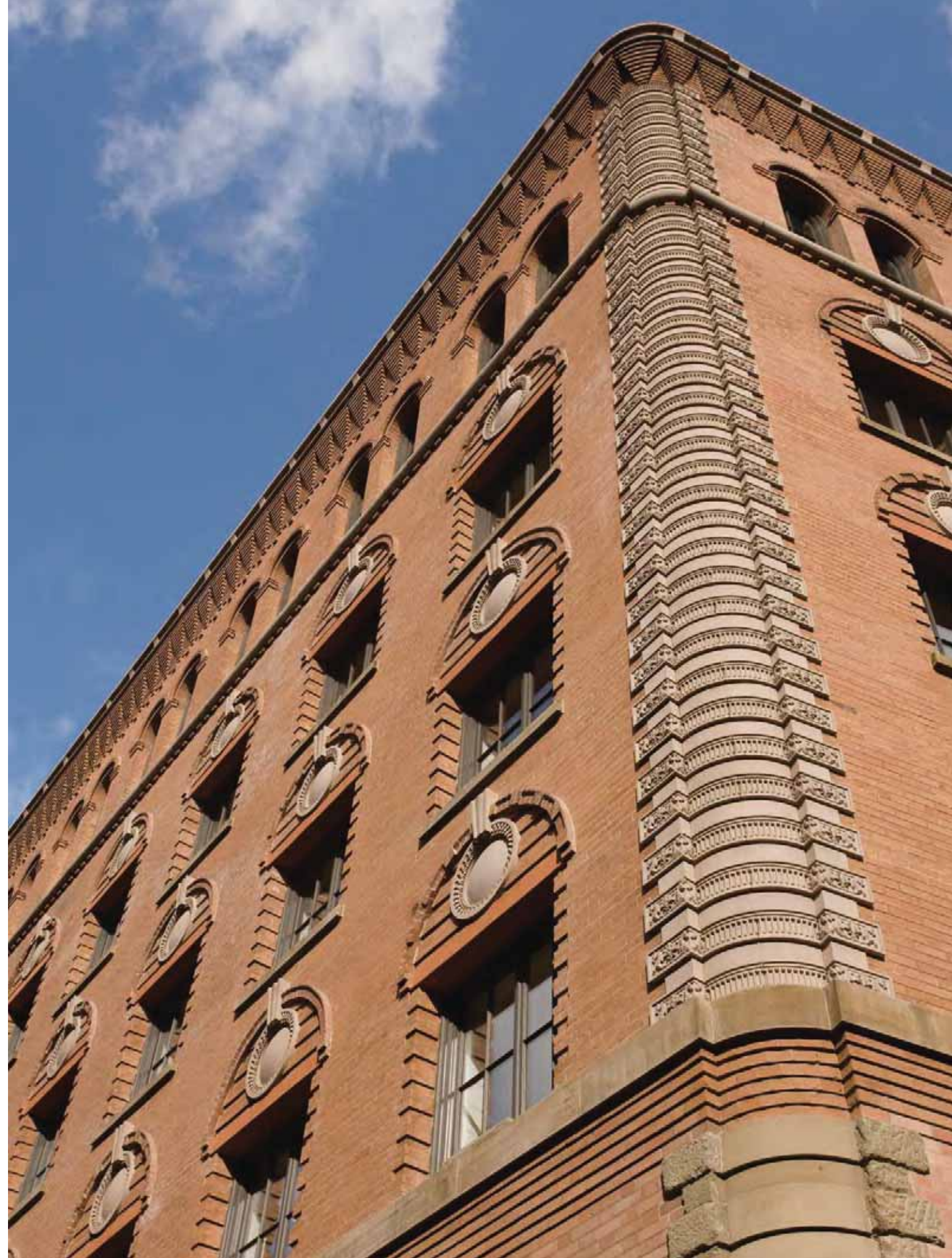
Backed by the Caucasus Mountain Range along the shores of the Black Sea with unobstructed ocean views, the brand highlights the iconic architecture and stature of this project. Its modern-inspired architecture and sleek glass-clad towers provide the basis for the 'Live Sochi in Style' campaign, communicating a unique corporate branding opportunity. Taking a balanced approach, the marketing materials communicate the stature of Crystal Towers, by positioning both chic-residential and upscale retail offerings.





The paradigm for city living has shifted in Detroit and The Westin Book Cadillac Residences is positioned to reflect that new urban sophistication and exclusivity. The brand echoes the aesthetic of being restored and rejuvenated, reclaiming its position as Detroit's premier lodging, living and social gathering destination. Leveraging the access to sports, opera, symphony, ballet and museums, the full suite of marketing materials was designed to envision a rich and cultured urban lifestyle. The brand elevates the condominium experience beyond its four walls.

The Candle Building is a defining part of the New York Nolita neighborhood panache. Originally built as a carriage house and stable in the late nineteenth century, The Candle Building became internationally known as a mecca for urban street art in the late twentieth century. With an extensive restoration, three exclusive residences: The Carriage House, The Loft and The Penthouse, created by architect Edward Asfour, were positioned in the elegance, splendor, and the ultimate in New York refined luxury living.

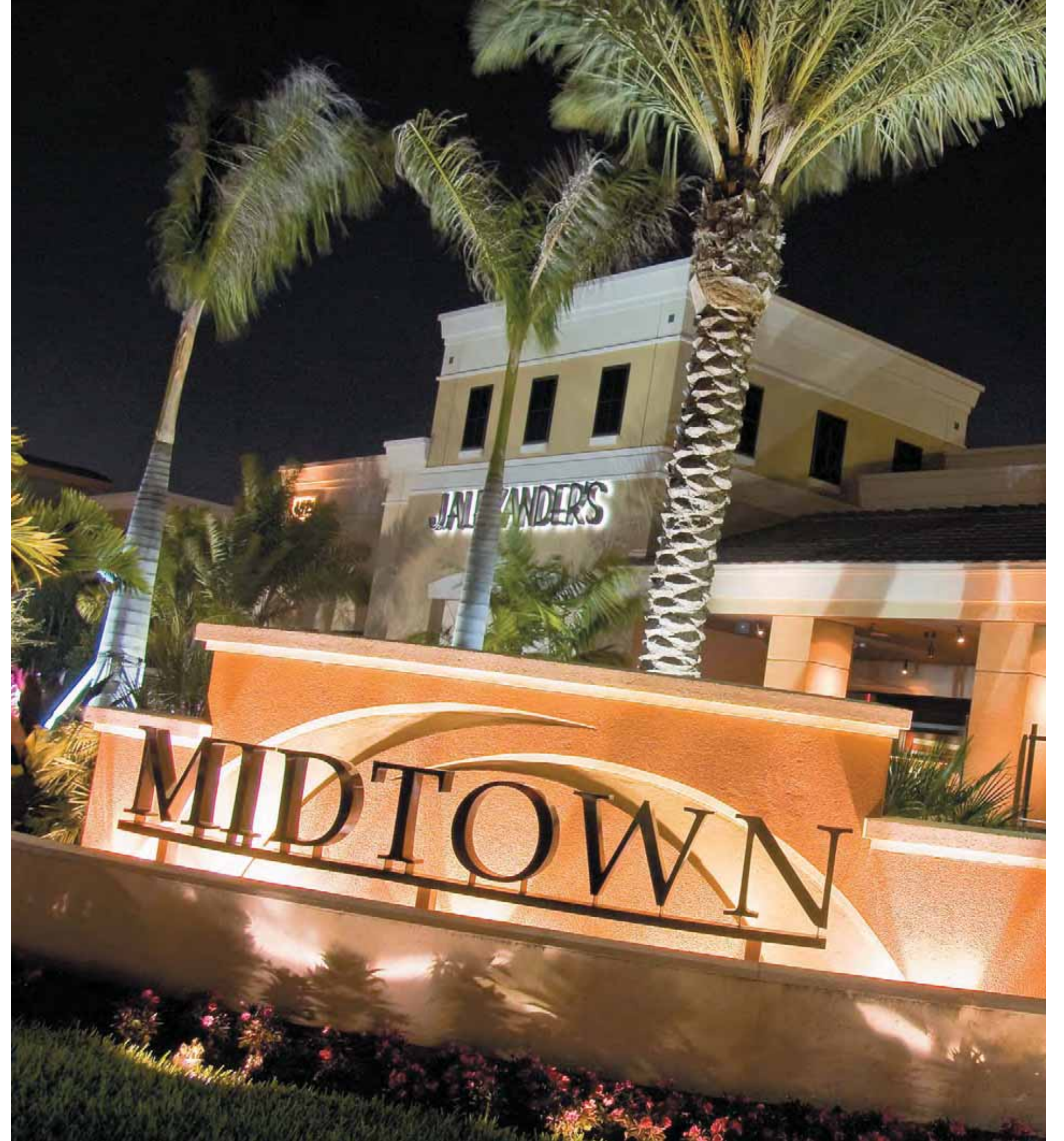


The Hotel Lagunita presented a unique opportunity to think outside the box. The property is in a relatively remote area accessible by boat within 25 miles of Puerto Vallarta Mexico. The challenge became how to get the word and image out to potential customers seeking a unique vacation opportunity, and successfully promoting the relaxing tropical surroundings. Our approach included a web-based and social marketing position providing an emotional link to the hotel with shared stories and images.





Cosmopolitan Living, and City Flair was the theme that we created for this new development. Leveraging the personality of Palm Beach Gardens and the surrounding area, we layered neighborhood imagery to convey a singular neighborhood experience. The visuals captured the rich details that epitomize the elegance and vibrancy that characterize the brand. This integrative approach to real estate and retail design has earned enthusiastic recognition.



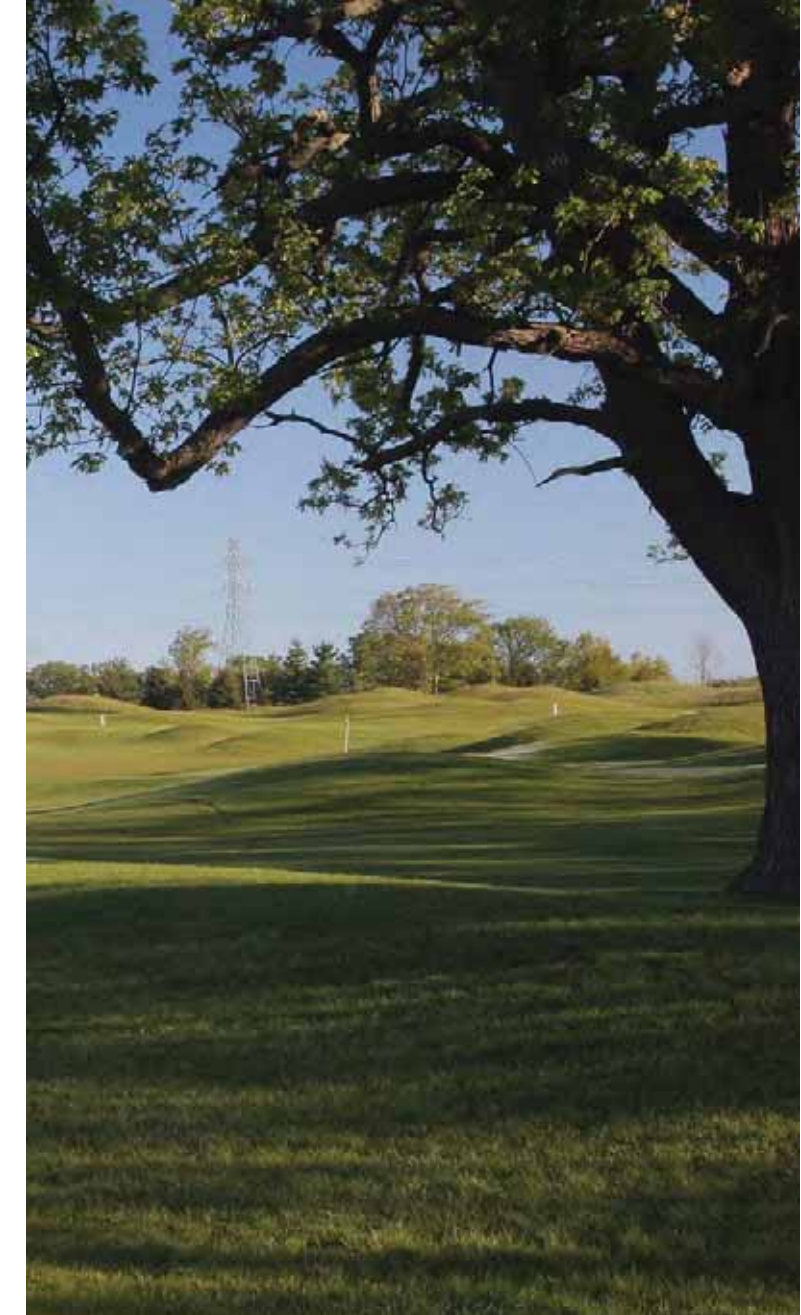
Your life, Your style, Your address was the theme that we created for this new development in Detroit. Leveraging the posh and exclusive living in this collection of sophisticated riverfront residences, we integrated both personal and product visuals to convey an upscale neighborhood experience. The visuals captured the rich details that epitomize the elegance and vibrancy that characterize the brand.





This mixed-use development brings together upscale retail, 70 elegantly appointed condominiums, first class office space and fine dining, as well as a movie theater offering meals and drinks along with the latest movies. Bloomfield Park's outdoor living and playing atmosphere, enhanced by pedestrian-friendly walkways, fountains, an ice-skating rink and much more. Bloomfield Park was positioned to become the premier place for shopping, living and working in Michigan.

With the expansion to a second golf course and location offering, The Polo Fields Golf and Country Club provided the basis for the "One Country Club, Two Locations, One Affordable Price" campaign to increase membership and facilities usage. With 36 holes of championship golf on two unique and spectacular courses, to private gourmet dining and exemplary amenities and attentiveness, The Polo Fields Golf and Country Clubs was positioned as a singular destination for sporting and social occasions.





Having branded Norfolk Homes as a leading quality builder in Southeast Michigan, Spin Advertising was asked to handle the branding, design, and website development with their expansion into the Tennessee new homes market and the initial launch of five consecutive communities. With our approach, we continued the branding of Norfolk Homes. Dedicated. Distinct. with great success in this new market.



As an experienced company in a challenging market, Decision Real Estate positioned itself to provide real estate and urban economic consulting solutions to corporate, institutional and public sector clients. With a new sales model, the marketing required definitive and measurable results. Highlighting strategic platforms, processes, and results, we demonstrated Decision Real Estate's unique ability to optimize opportunities among existing customers, potential customers and investors.



For more than 75 years, Winandy Greenhouse Company has provided the highest quality and most reliable greenhouses to a variety of customers. Specializing in institutional, governmental, commercial, retail/garden center, and estate/large residential greenhouses, we positioned Winandy as an organization that can work from concept specifications, design/build, or retrofit requirements, with the ability to handle all projects, no matter the size.



Featured photo courtesy of Olena Spicer,
Seattle Art Museum, Olympic Sculpture Park,

Site Design/Architecture: WEISS / MANFREDI ARCHITECTURE / LANDSCAPE / URBANISM (featured photo and top left photo).

This mixed-use project raised the bar for the Detroit retail and residential market in terms of architecture, features and the overall marketing approach. We utilized virtual reality to envision the future Detroit skyline and positioned The Ellington as an icon in the heart of the hip and historic Midtown Detroit. From the marketing materials to the Website design, that fusion is reinforced with the juxtaposition of hip neighborhood icons and luxurious modern amenities.





Designed to echo the Art Deco architecture style, this luxury development required refined visual language and images with a distinctive voice. Our branding carried a distinct feel that communicated the loft living with cutting edge amenities, an exceptional roof top terrace, and private balconies in a revitalized Midtown Detroit. The marketing materials and website captured the upscale loft living experience while also conveying the timeless charm of the project.

The Griswold offers a collection of 80 distinctive condominium residences, eclectic retail and sublime amenities overlooking the Capitol Park Historic District in Detroit. Each residence will offer amenities including covered on-site parking, floor-to-ceiling windows, and private terraces. The Griswold's classic architectural appointments evoke the City's great structures, while providing a striking addition to the skyline that is destined to become a modern landmark.





Located on the Detroit River with unobstructed views, the brand highlights the iconic architecture and stature of this project. Its sleek, glass-clad tower provided the basis for the 'The Height of Modern Living' campaign, communicating the unique residential branding opportunity as well as the exclusive amenities including a state-of-the-art fitness center and pool, a community area with full kitchen facilities, fine dining and shopping on the main level.

Client list

11 Spring Street
140 West Franklin
55 West Canfield

Ann Arbor Area Chamber
Ann Arbor Street Art Fair
Axis Realty

Bellevue Ranch
Bennett Optometry
Beverly Place
Bold for the Cure
BRG Custom Homes
Brush Park

Camp Fire USA
Chris Triola
City Station Shops Chicago
Coquina Cove
Crosswinds
Crystal Lofts
Crystal Towers Sochi
Cummings Elias

Daisy Square
Decision Real Estate

Esquire Properties
Evergreen Homes

Garden Connections
Garden Lofts @ Brush Park

Harbortown Apartments
Home Renewal Systems
Hotel Lagunita Yelapa

Joseph Freed Homes

Ground Shapers
Guenther Homes

Hillside Forest
Home Builder's Association

KR Audio

Mack @ Brush Park
Majestic Partners
Metropolitan Square
Midtown PGA

Norfolk Homes Michigan
Norfolk Homes Tennessee
Northern Realty Group

Paragon Sight and Sound
Pineapple Cove
Polo Fields Foundation
Polo Fields Golf & Country Club
Pristine Environmental

RAM Real Estate
Riverfront Detroit
Rivergrove Village
Robertson Brothers

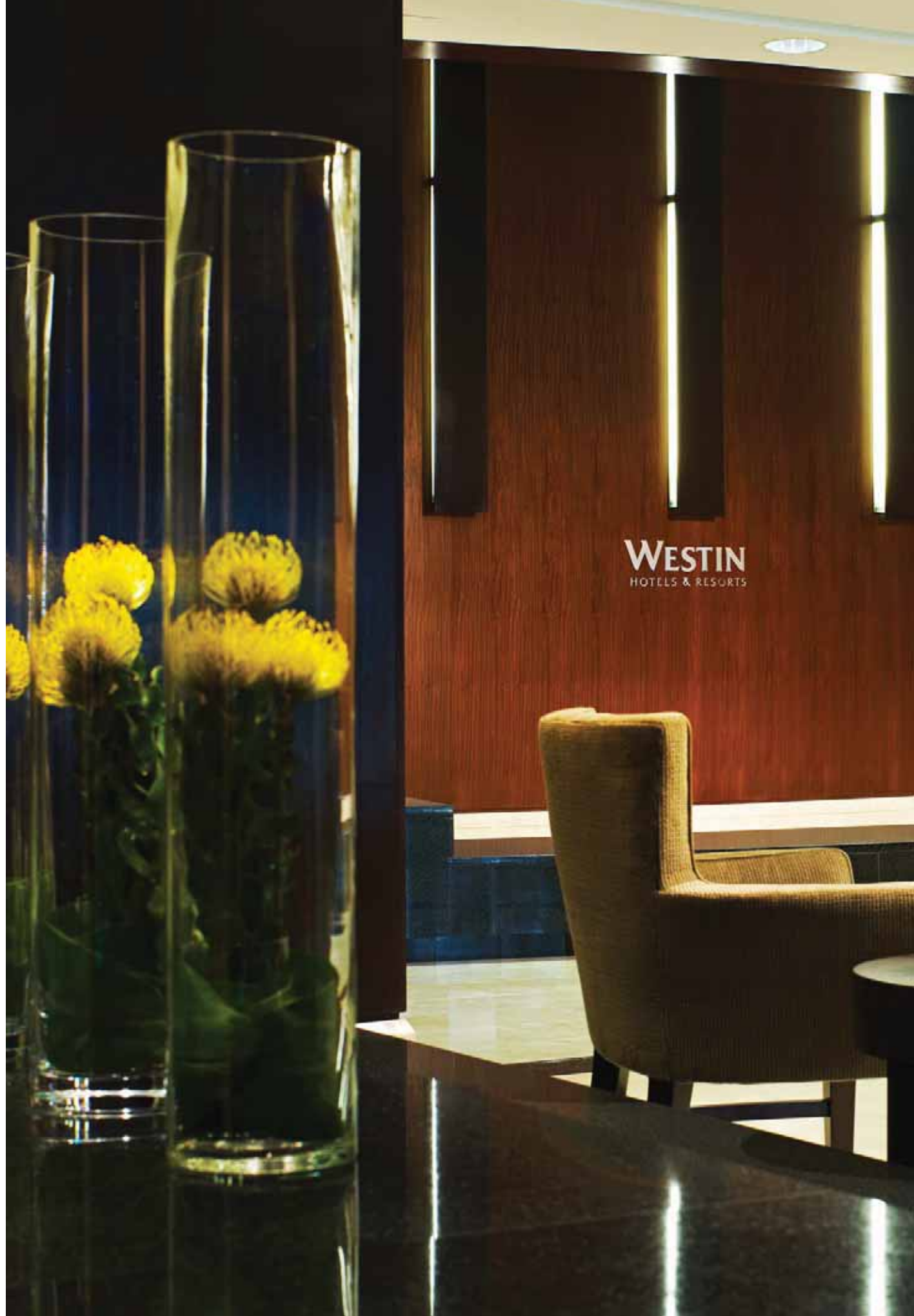
Seal Tech Insulation
Smart Growth Initiative
Soft Link International
Spingarn Development

The Candle Building
The Ellington Lofts
The Elevator Building
The Fabulous Mr. Fix It
The Ferchill Group
The Gallery at The Polo Fields
The Griswold Capitol Park
The Groves of Palatine
The Mack @ Brush Park
The Park Shelton
The Pipeline Group
The Watermark Detroit
The Woodland Mews
The Woodlands of Chicago

Villa Medici

Westin Book Cadillac Residences
Willoughby Cove
Winandy Greenhouse Company





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