

DRAFT CREATIVE PORTFOLIO /
CONFIDENTIAL

2024 —



In digital marketing, it takes roughly 26 interactions with one customer to generate a sale.

Creating conversions requires consistent & strategic implementation.

Draft Creative is a full-service marketing, strategy + design firm. We specialize in executing targeted initiatives with tangible ROI that solidify your brand and increase your bottom line.

Our goal: strive for excellence daily.

DRAFT CREATIVE

WE'RE NOT AFRAID OF HARD WORK.

SEE FOR YOURSELF



We Only Work with the Best /

 **JLL**  **Wolters Kluwer**

CBRE **Sotheby's**  **PNC**

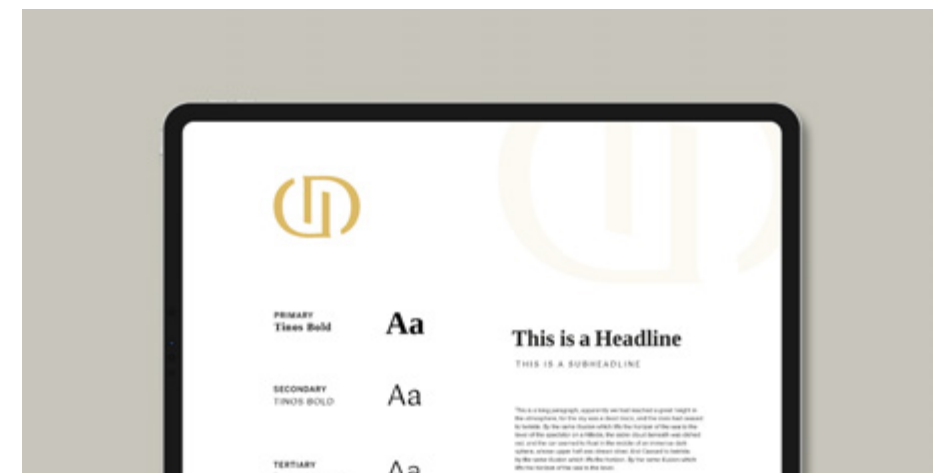
Westfield **Hines** **COMPASS**

MACH49™ **HOULIHAN LOKEY**

DERIVE DEVELOPMENT BRAND DEVELOPMENT

Stephanie Rinn and Karla Dupre are the innovative duo behind Derive. They provide a full-service approach to property development – including everything from interior design, to architecture planning, to development consulting.

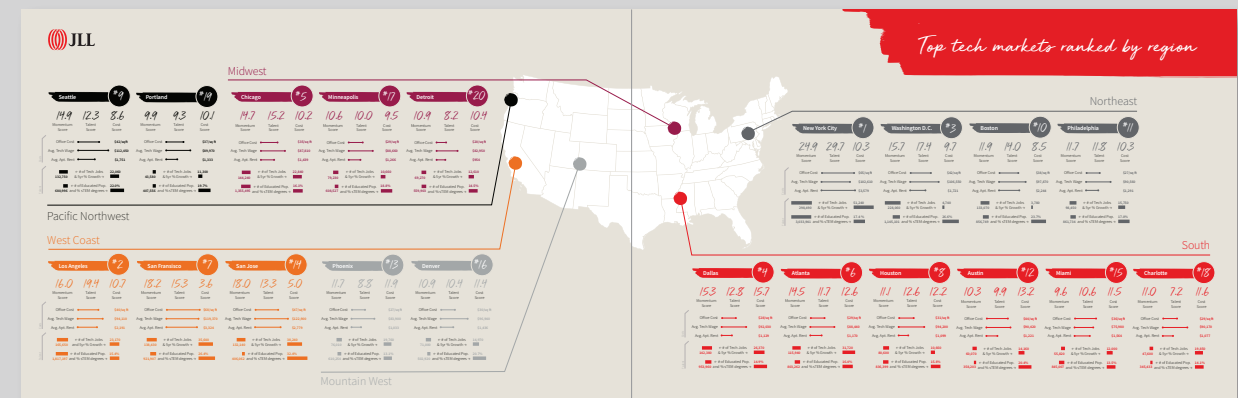
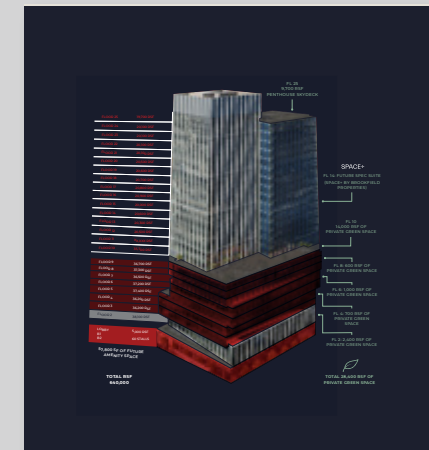
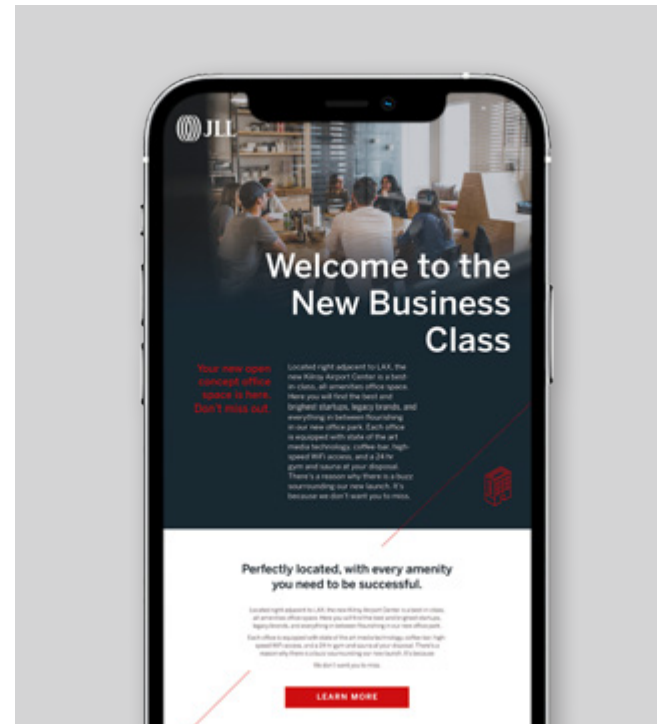
Their branding needed to feel luxurious and aspirational. Working with extremely high-dollar developments, their branding needed to reflect the type of top-quality projects they champion. Leaning heavily on a strong icon provided an opportunity to build brand recognition through simplicity and elegance.



JLL STRATEGIC MARKETING

Stretching across a broad array of mediums, marketing collateral for JLL (NYSE: JLL) is cohesively implemented and primarily driven by their global brand identity. Due to the high-volume of collateral executed, JLL's brand guidelines are expertly leveraged by our team to create uniformity without falling into repetitive monotony.

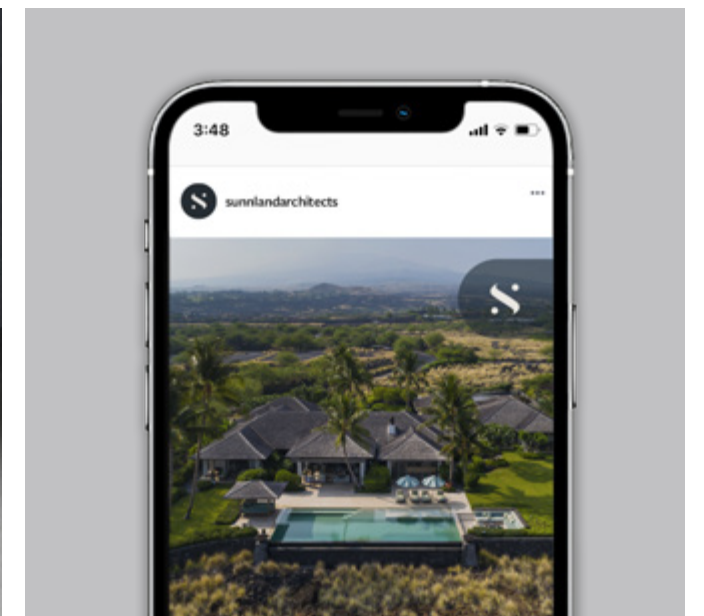
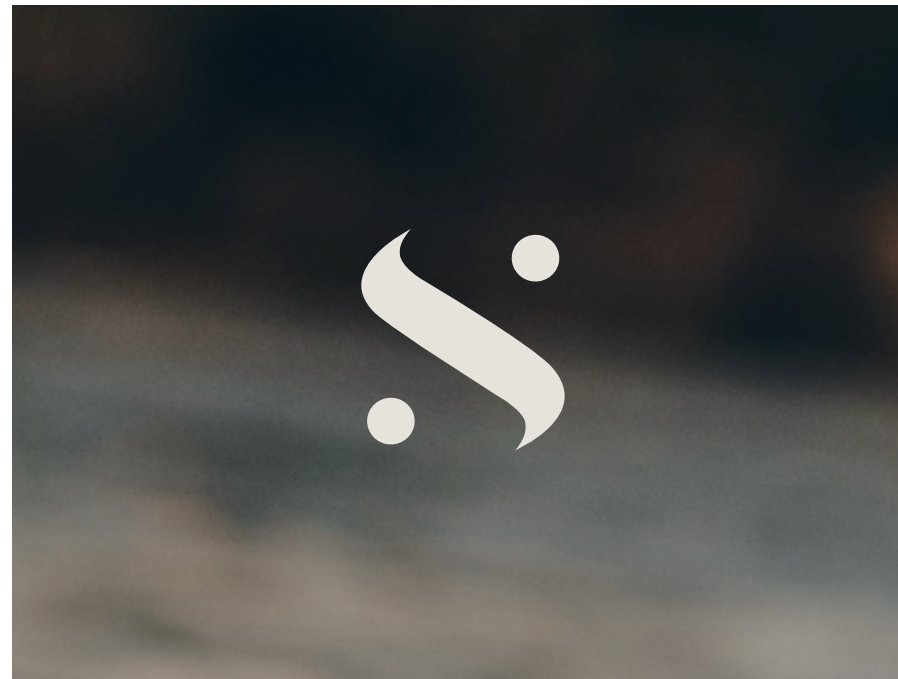
Engaging Infographics, technical drawings, eblast designs, newsletters, large-scale signage, market reports, etc are built to be easily utilized and implemented by their team across the globe.



SUNNLAND ARCHITECTS BRAND DEVELOPMENT

Being a multi-generational architecture firm in the Hawaiian islands, Sunnland Architects was looking to highlight the interplay of sophistication balance, and the laid-back beach lifestyle, while still feeling like the trusted industry experts they are.

A custom icon and wordmark were developed to highlight the simplicity + balance that Sunnland brings to the table in their approach. The use of natural gradients in the color palette, pulled from elements throughout the islands, further distinguishes the unique connected nature of Sunnland's new branding.

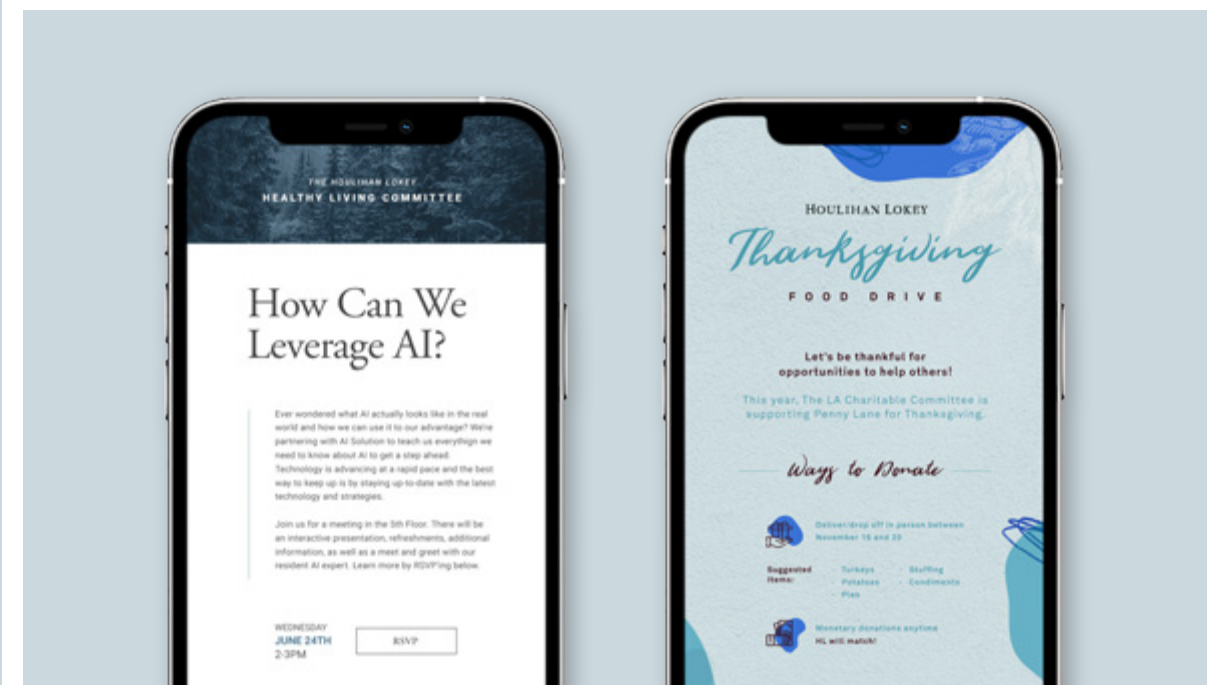
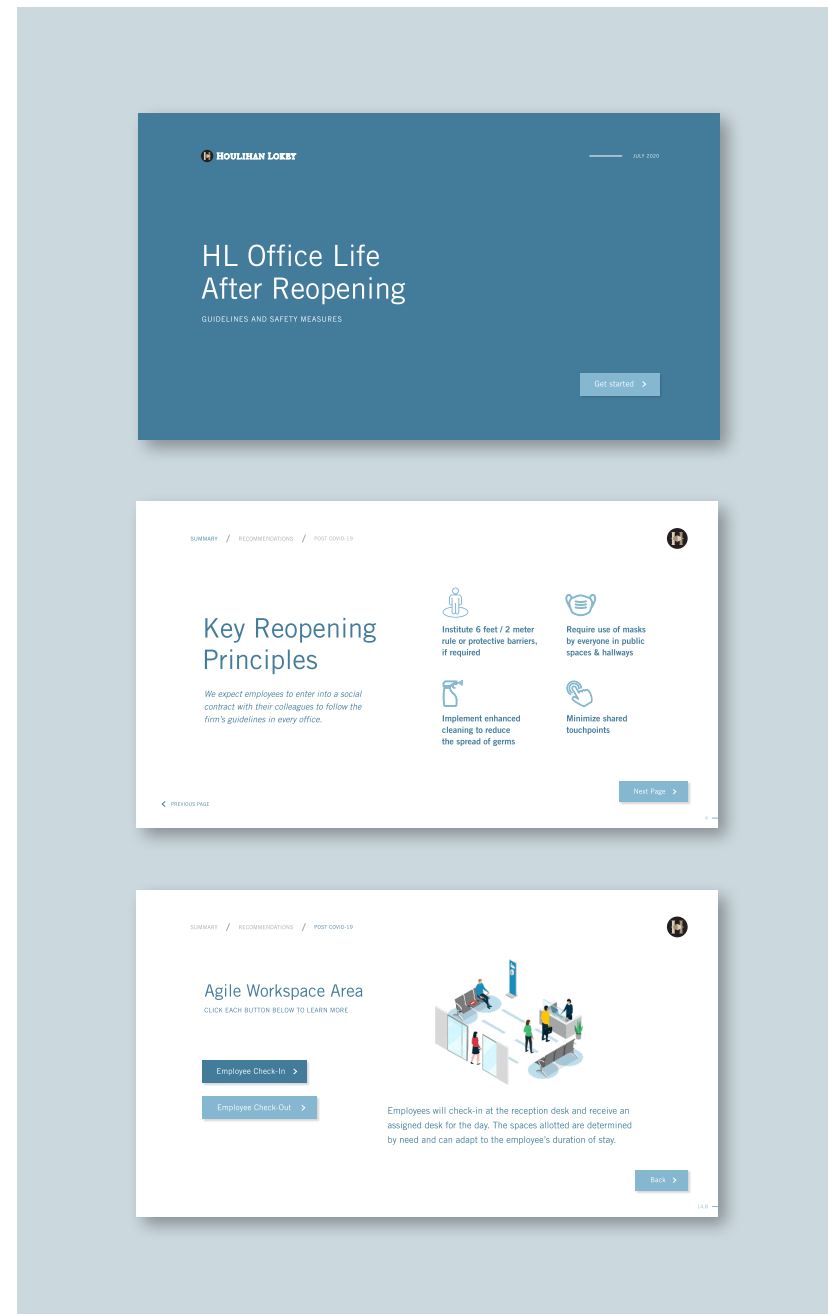


HOULIHAN LOKEY STRATEGIC MARKETING

Ongoing, comprehensive, and strategic marketing collateral is executed for world-renowned investment banking firm Houlihan Lokey (NYSE: HLI), taking their marketing approach to an elevated level.

Ranging from e-blast designs, newsletters, presentation decks, event collateral, internal communication material, and beyond – each piece corresponds with the overall brand identity and compliments our ongoing strategic approach.

Both digital and print mediums are leveraged equally to compliment their diverse range of client and internal use-cases.

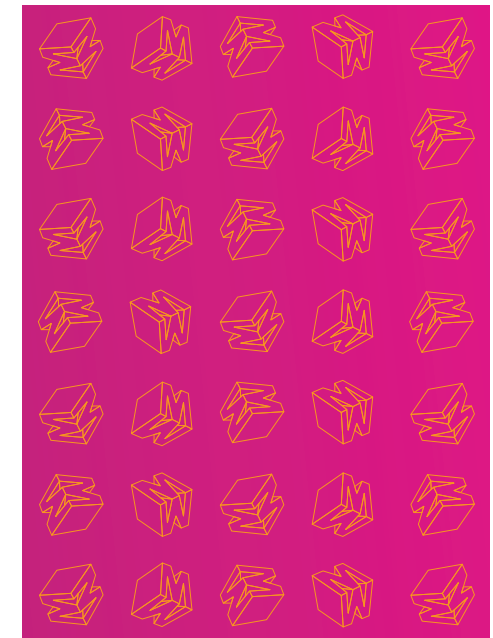


THE WILHELM GROUP BRAND DEVELOPMENT

Implementing a fresh-take on traditional real estate branding, The Wilhelm Group went for bold colors, patterns, and interchangeable elements throughout their new branding.

The pattern and bold use of color are the main touchpoints across all brand items — making Debbie's items immediately recognizable and distinguished from her competition.

Deliverables include: tote bags, business cards, property signage, and postcards, to name a few.

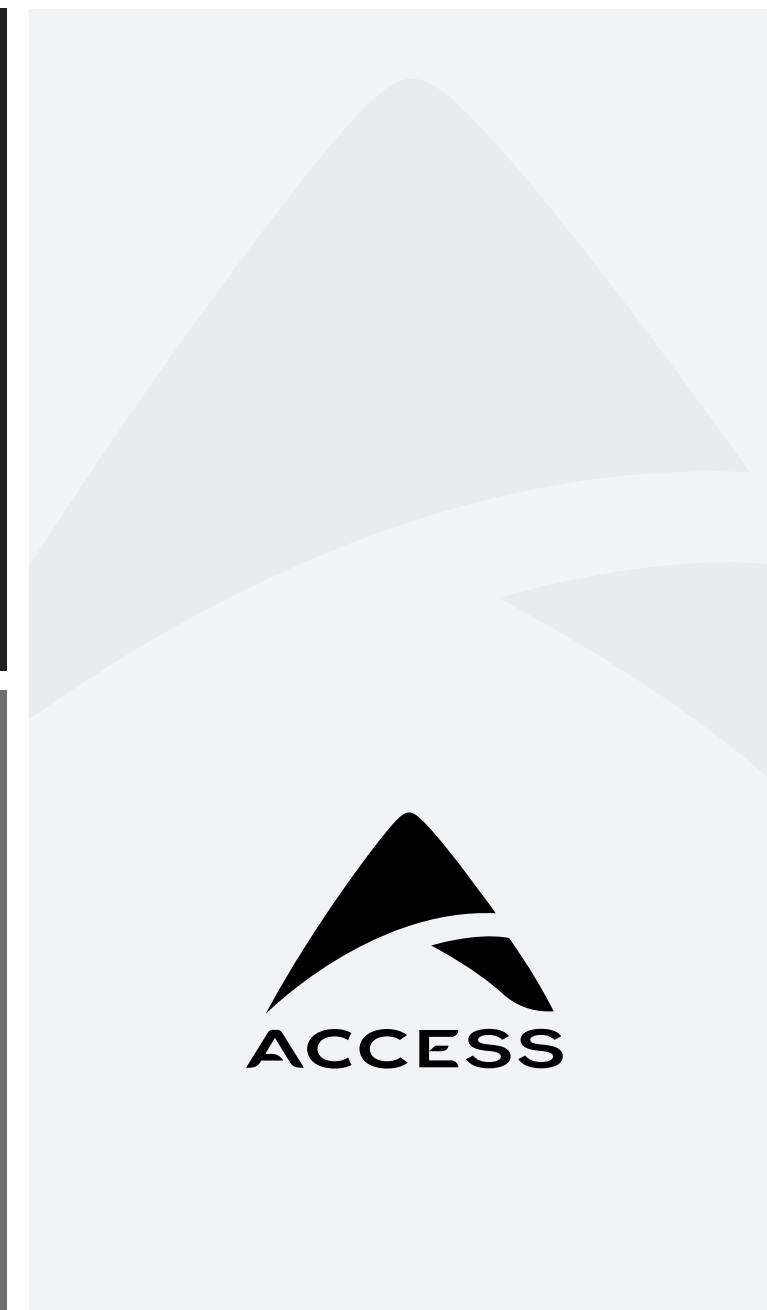
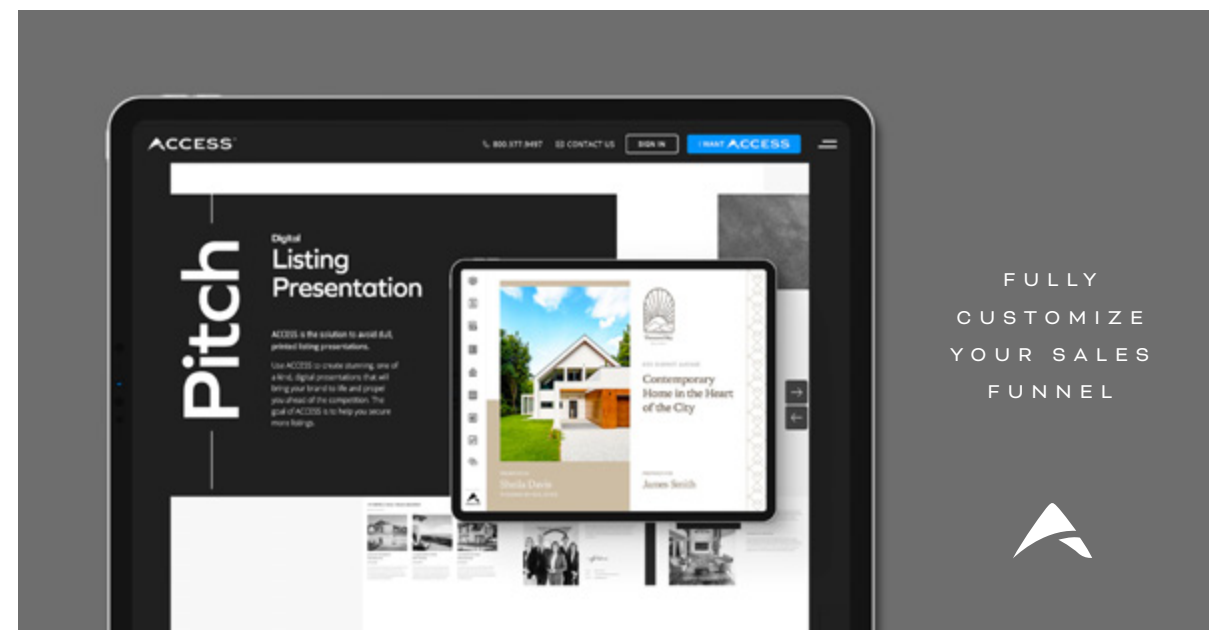


**ACCESS
BRAND DEVELOPMENT**

The branding for tech-startup Access required a clear strategic roadmap – implementing the company's innovative technology-first approach through bold iconography and dynamic visual language.

Showcasing the upward trajectory the users will gain through 'access' to the Access platform, along with progressive movement, speed, and a clear recognizable "A" shape – the icon and corresponding custom logomark are bold, memorable, and strong.

Core brand assets included: logomark, icon, brand fonts, color palette, and visual directives.

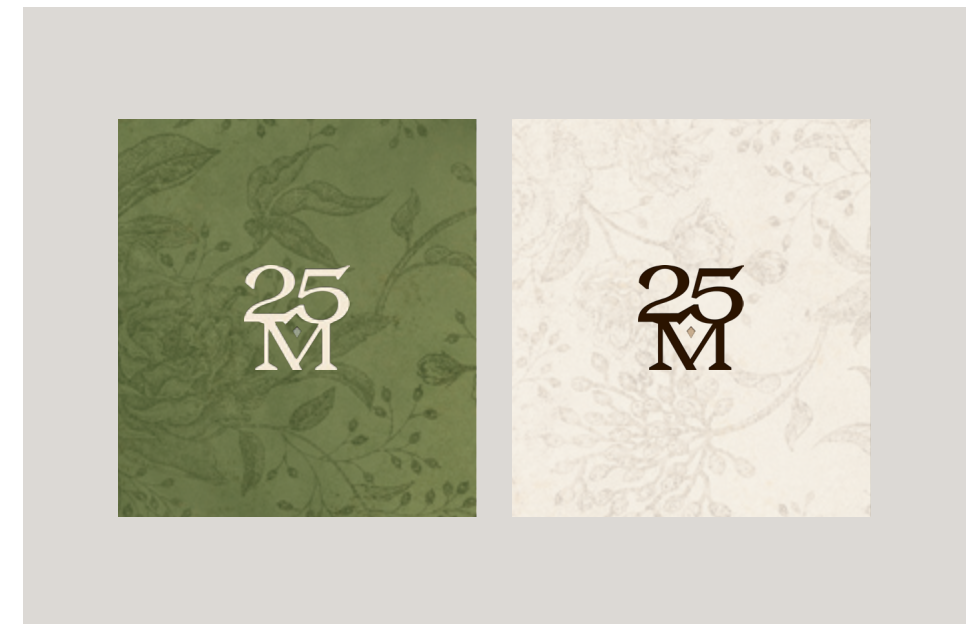
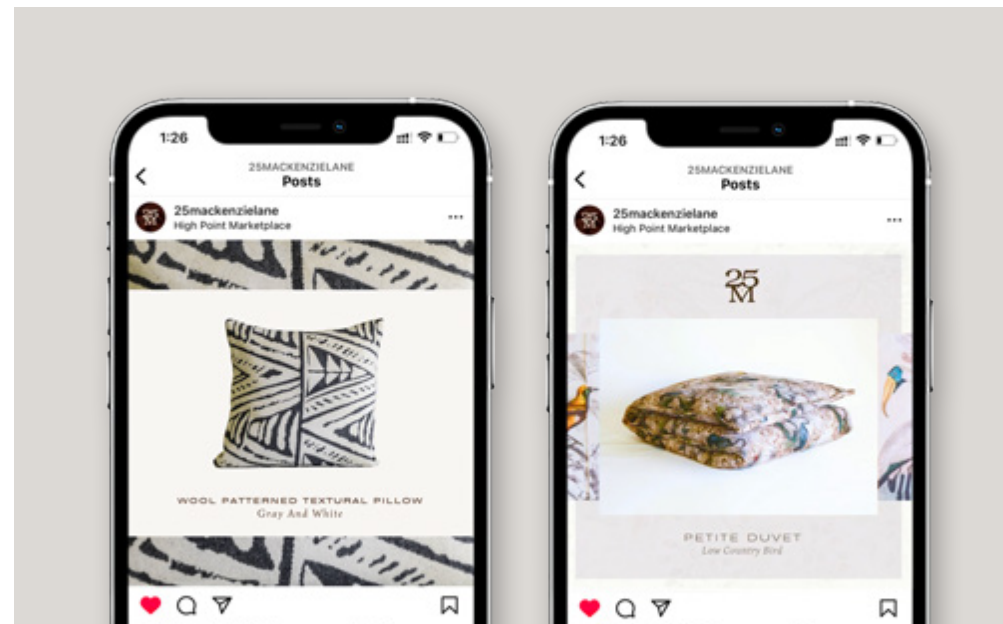
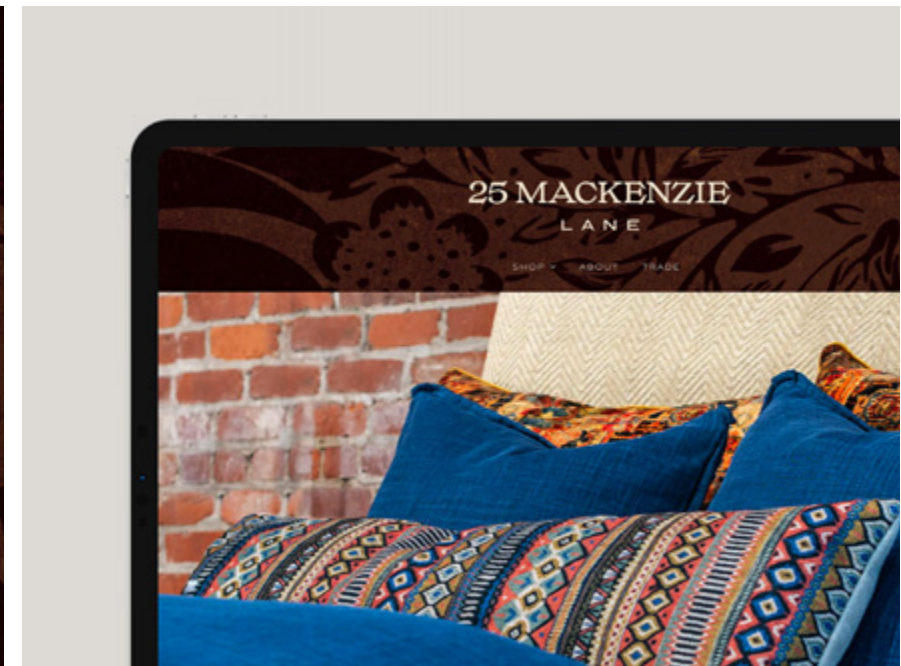


25 MACKENZIE LANE BRAND DEVELOPMENT

Luxury home decor boutique, 25 Mackenzie Lane, needed a full-scale brand development to elevate their existing presence in the market.

Creating elegant bedding, artwork, custom pillows, and vintage textiles – all ethically made in the U.S. – our goal was to leverage the use of beautiful patterns, elevated colors and textures from their product lineup to help inform the brand direction.

Full-scale marketing and branding collateral were developed – logo, style guide, e-commerce website, ongoing social media management, trade-show collateral, and product tags.



What is your brand worth?

Branding is more than a logo – it is a consistent, strategic implementation of everything your company represents and the **value** you bring to your customers. Every interaction is an opportunity to **show who you are, and what you represent.**
How do you want your customers to perceive you?

STRATEGIC IMPLEMENTATION IS KEY.

Our Strategic Services /



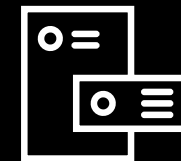
Branding

- Market Positioning & Strategy
- Competitor Analysis
- Full-Scale Branding
- Copywriting
- Brand Style Guides
- Brand Templates
- Bespoke Branding Campaigns
- Operational Audit
- Brand Asset Management



Web + Digital

- Full-stack Web Development
- AI Data Modeling, Sentiment Analysis, and Strategy
- SEO + Google Reputation
- UI / UX Design
- Email Marketing Campaigns
- Interactive Presentations
- Digital Advertising
- Video Editing & Animations



Print

- Business Cards + Letterhead
- Brochure + Flyer Design
- Luxury Lookbooks
- Signage, A-Frames, Wraps
- Print Advertising
- Postcard Direct-Mailers
- Print Marketing Collateral
- Custom Leave-behind Items



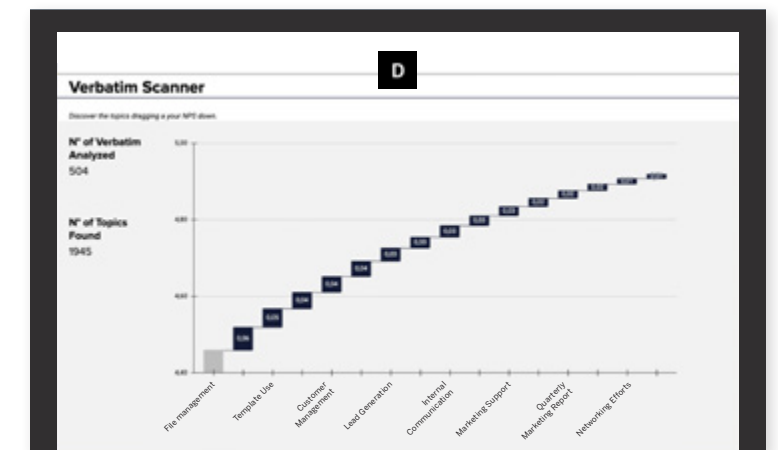
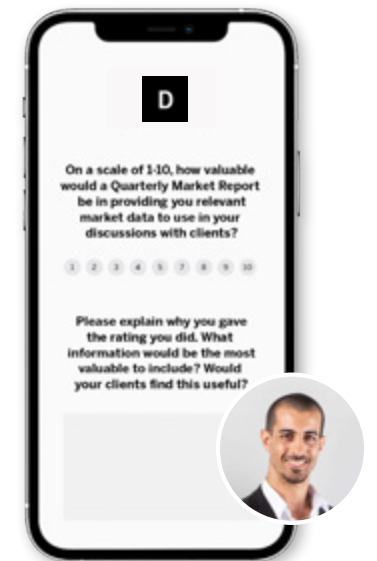
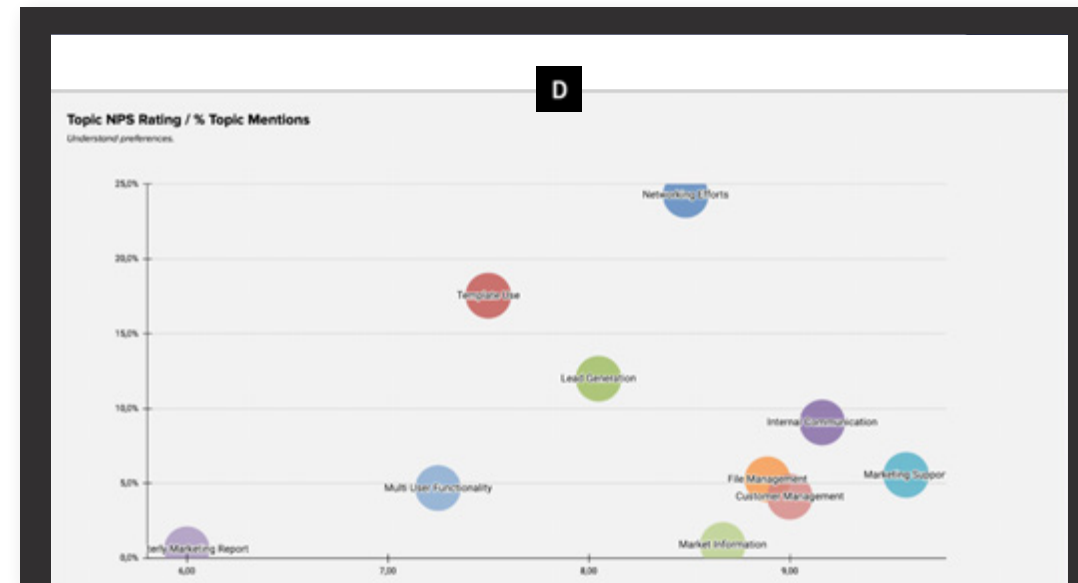
Social + Blog

- Social Media Management
- Social Strategy + Design
- Social Auditing
- Blog Copywriting + Strategy
- SEO optimization
- Social Ad Campaigns

Leverage our proprietary AI Sentiment Analysis Tool to gain actionable insights on your current marketing collateral, strategy, and operational processes.

Gaining actionable insights from your current team, tenants, and occupiers is crucial to reduce costs, improve success rates, and streamline operational processes.

First we build out strategic questionnaires, or leverage your pre-existing data to identify pain-points, gaps, and roadblocks with your current processes and marketing collateral. Our proprietary AI Sentiment Analysis Tool then accurately plots, visualizes, and analyzes thousands of data points – then provides actionable improvement steps in minutes.



D

Your time is valuable

Let's accelerate your vision. Through strong cohesion and collaboration, **the goal is to strategically design marketing collateral that enhances and solidifies your presence in the market.**

We will work with you to create the most strategic and elevated design possible, in the most efficient amount of time – **committed to delivering a quality product that you can be proud of.**

We look forward to furthering your vision.

Humbly,
The Draft Creative Team

Draft Creative



THANK YOU

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