



FRESH CREATIVE  
communications + design





Embraced by architects, artisans, and craftsmen throughout the ages, the pineapple stands as a universal symbol of hospitality, warmth, and good cheer. Challenging to cultivate, it takes great skill for this distinctive delicacy to thrive. Planting a seed in the minds of your consumers requires an equal level of dexterity and ability that stems from an ideal environment, where satisfying relationships and fruitful ideas can thrive – traits that are native to Fresh Creative.



## WHO WE ARE

Fresh Creative is a communications and design firm that specializes in real estate development and hospitality properties. We use strategic process and experience to develop comprehensive solutions that create distinctive impressions.





## WHAT WE DO

Highlighting the uncommon aspects of a magnificent new community. Communicating the true spirit of a captivating destination. Capturing that ephemeral quality that makes an otherwise ordinary moment simply unforgettable. To create a distinctive impression, you must first awaken the senses. Spur the imagination. Inspire curiosity. With more than 15 years of experience providing comprehensive strategies and solutions for real estate and hospitality clients, Fresh Creative has demonstrated an uncanny ability to do exactly that – communicate the essence of a location, lifestyle, or experience in a manner that leaves an indelible impression, and makes your audience want to call it their own.





## WHAT TO EXPECT

In any setting, the quality of service often defines the entire encounter. It's true in a restaurant, at a hotel or resort, in a sales office – and within a marketing firm as well. At Fresh Creative, we strive to offer more than just a collection of marketing services. We're committed to acting as a trusted guide – fostering an open, collaborative environment where you feel truly served. While we're a small company, our focus is on the big idea – strategies, concepts, and media designed to satisfy your crucial business goals and exceed your highest expectations. For more than 8 years, real estate and hospitality has been our special area of expertise, which means you can feel confident that while we are thoughtfully addressing your marketing objectives, we are also building each and every solution on a wealth of proven experience.





## WHAT WE OFFER

Boutique in size, yet fluent in the language of real estate and hospitality at a level well above most general agencies, Fresh Creative offers a broad range of branding, design, media, and public relations capabilities. It's a flexible scope of services that can be instantly expanded, depending on your needs, through our network of highly skilled colleagues and suppliers. Whether you're targeting audiences across the country or in your own backyard, these capabilities can be combined to create a powerful integrated communications plan that maximizes the effectiveness of every element – giving you a clear competitive edge.





## HOW WE WORK

Every property or service has its own special qualities that make it unique and evoke an immediate response. However, not all of those traits are readily apparent. That's why, at the outset of every new endeavor, we apply a proven “ground-level” strategy and proprietary process that enables us to get beyond the obvious, identify what makes your offering truly distinctive, and develop stand-out solutions that will resonate with your target audience and spur them into action. We dig deep. We do our homework. We examine everything we can on your market, your competition, and your consumers. Keeping your goals and objectives in mind, we look at our findings with a fresh eye – seeking out the optimal mix of tactics, and compelling messaging directions. The result is a completely fresh approach – tailored to deliver your desired results.





## HOW WE HELP

Harried deadlines. Getting final approval. Making last-minute changes. There are many pressures involved in the development and marketing of real estate projects and hospitality properties. At times, it's easy to forget that what you're ultimately selling is a highly desirable experience. Working as your advocate to share information and uncover the best solutions, we aim to make this process as rewarding as possible – as, by right, it should be. To find out how we can help you stand out in the marketplace – while making the entire process truly enjoyable – call Fresh Creative at 850.244.5549.



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