



We create ideas that sell!

PROPERTY CREDENTIALS

For many years **dtb!** has partnered several of Queensland's leading property developers to launch new developments, from master planned communities to off-the-plan apartment projects, targeting urban renewal through investment, population and employment growth.

CASE STUDY

- ! Brand creation
- ! Marketing and campaign strategies
- ! Media planning and buying
- ! Graphic design
- ! Photography and videography
- ! Event planning and management
- ! TV, radio and press production
- ! Outdoor and sales office signage
- ! Website design and build
- ! Public relations and media releases
- ! Social and digital media

DEVELOPMENTS THAT DRIVE POPULATION, EMPLOYMENT AND INVESTMENT GROWTH

From creating brand and corporate identities, **dtb!** has developed marketing and communication strategies to achieve budgeted sales targets via : community consultation; brochures; prospectuses; signage; billboards; direct mail programs; press advertisements; websites; electronic newsletters; video flythroughs; television and

radio commercials; co-ordination of sales process; local community public relations; events and sponsorships; creation of street names and maps; development of building plans and covenants; the production of signage and display materials; and the development of website, electronic newsletters and social and digital media strategies.



I would recommend **dtb!** for anyone wanting results on a totally integrated campaign or single project. Their professionalism and approach to work allowed me to deliver a waterfront development that quickly became the fastest selling project on the Sunshine Coast.

Jo Prince-Gillies
Associate Director
McGrath Projects QLD
at McGrath Estate Agents

