

SEGRO - DEVELOPMENT LAUNCHES



THE BRIEF

Launch events are an exciting and rewarding part of working with SEGRO, and are a core strength and activity in our work for our various other clients.

When property developments are completed, we have arranged launch events, covering everything from conception through to the coordination of the event itself.

THE ANSWER

For the launch of a development, we devised a new look and feel for the region, which was incorporated into a range of marketing materials.

When arranging launch events we cover every aspect of planning and execution as an extension of SEGRO's own marketing department. Recent events have included:

- Vector Park Launch – Shed Golf incorporating a golf simulator and miniature golf course with obstacles.
- River Gardens Launch – A racing-themed event incorporating car racing, an obstacle course and entertainment.
- J4 Camberley Launch – Shed Rugby incorporating inflatable rugby games.

THE RESULT

We were the primary marketing agency for the London Markets, and over the last couple of years have provided the following:

- Product and pre-let brochures
- Advertisements
- Event organising and entire branding
- Newsletter
- Event guidelines
- Branded gifts
- Website and e-mails.

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