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# We are **The Practice**<sup>™</sup> Luxury Property Portfolio

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## Today's Marketing Challenges

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- We realise that you don't want your money tied up for longer than necessary.
- We understand that your marketing budget needs to deliver a fast ROI.
- We recognise that your marketing campaigns need to be measurable and deliver tangible results.
- We appreciate that you need a compelling proposition and a clearly defined brand to achieve 'cut through' to get your prospective customers.
- We understand your need to get through to the 'right people at the right time' in the most cost-effective way.





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## We are The Practice™

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We don't build websites. We build relationships.

We don't design mailers. We generate sales.

We don't create POS. We increase profit.

We are a marketing services agency expert in bringing about positive change, creatively, strategically and technologically... we know the levers to pull to make that change happen.

We don't claim to be management consultants.

We do claim to be entrepreneurial, courageous thinkers, change:makers who work with our clients with one aim in mind, to successfully, measurably change the way customers and consumers think and act.

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## Marketing Luxury Property Case Studies

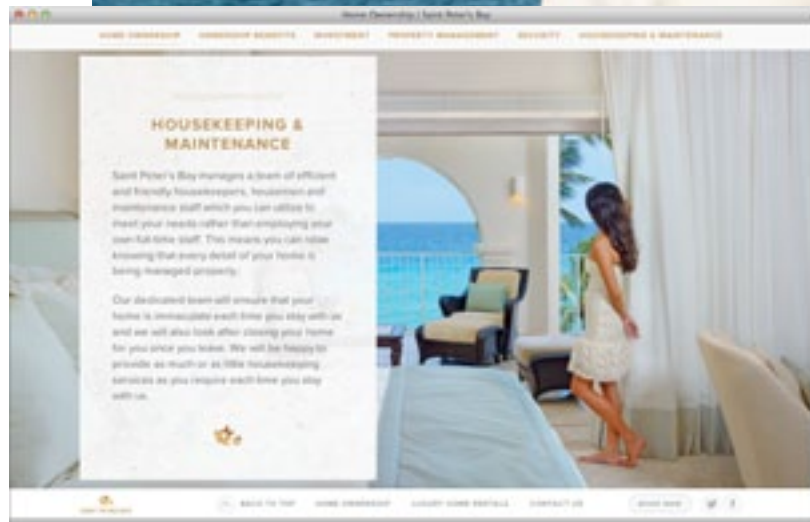
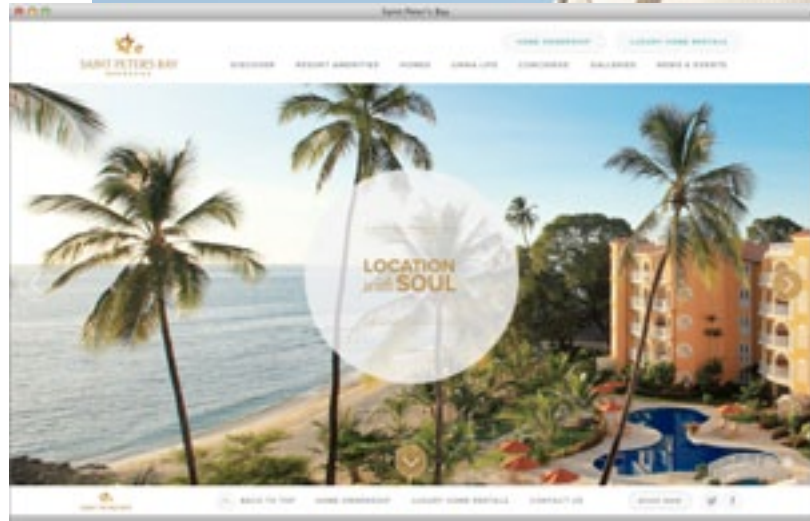
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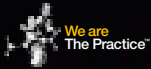
## Saint Peter's Bay Barbados Integrated Strategy

The West Coast of Barbados is home to some of the finest terrain in the Caribbean.

Saint Peter's Bay is a beach front apartment resort with all the facilities and amenities of a 5 star resort.







# Saint Peter's Bay Barbados Integrated Strategy

The apartments start at \$2.1m and all have sea views and direct access to the resort's private beach.

The practice developed the Saint Peter's Bay brand and all the marketing collaterals to support the sales and marketing activity attracting new home owners and holiday rental traffic.

[www.stpetersbaybarbados.com](http://www.stpetersbaybarbados.com)







## Port Ferdinand Barbados Integrated Strategy

This ambitious and exciting project is on the north west coast of Barbados.

Close to Six Men's Bay this marina has been created by carving out 12.4m cubic metres of land in a natural bowl. The private marina is accessed by a draw bridge and caters for yachts up to 100 feet. The 86 spacious state of the art apartments all have private moorings and marina views.

The Practice was appointed to develop a marketing strategy and create all the collaterals required to promote what is perhaps one of the finest addresses in the world.

[www.portferdinand.com](http://www.portferdinand.com)





# PGA Catalunya Luxury Golf & Property Resort

PGA Catalunya is one of Spain's hidden gems, nestling in a region which is relatively unknown in Europe.

The Practice analysed the existing marketing style and tone of voice. We determined just what is the brand essence of PGA Catalunya and its brand strengths in order to create a compelling style.

We created an umbrella graphic template which draws on the region's cultural heritage. At the same time it had to convey a contemporary style which is important in identifying with our core target audience.

Enquiry traffic is up and visitor traffic is buoyant.



Ten years to prepare.  
A lifetime to enjoy.  
A legacy that lasts forever.



Make your mark

Set amidst the Catalonia backdrop that inspired Dalí and Gaudí, PGA Catalunya Resort is tucked amongst the beauty of mature pines, majestic mountain tops and two world-class golf courses ranked No.2 in Spain and No.3 in Europe. All this just minutes from Girona, a quick drive from Barcelona and an hour from the Pyrenees. Each element carefully designed to create the type of masterpiece from which legacies are made. It's time to enjoy tomorrow's legacy, today.

Single-family Estates / Golf Villas / Apartment Retreats / Plots



PGA CATALUNYA RESORT  
GIRONA





## PGA Catalunya Digital Strategy



The Practice created a comprehensive digital strategy for PGA Catalunya, centered around a bespoke website in six languages.

This strategy featured:

- Bespoke design & build
- Comprehensive SEO strategy
- Online systems integration
- Email marketing system
- [www.pgacatalunya.com](http://www.pgacatalunya.com)





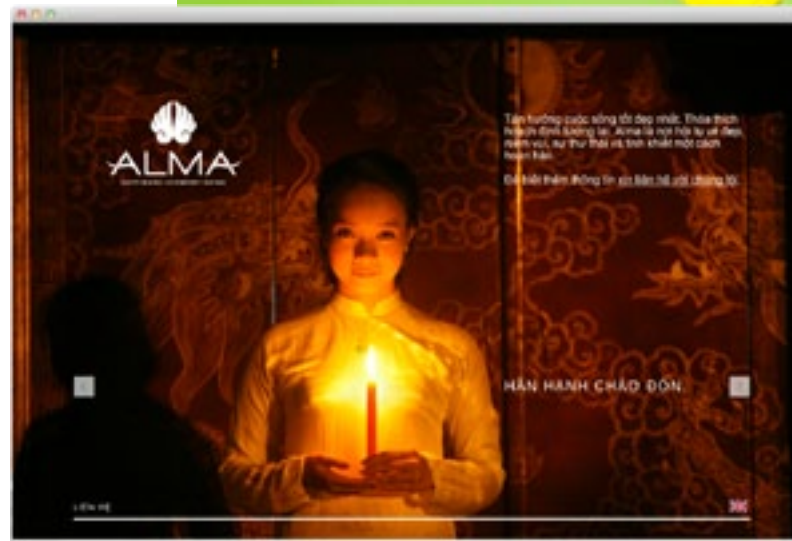
## ALMA Resort, Vietnam Multi-Level Marketing Strategy

Alma is a resort situated south of Hanoi in Vietnam. This extensive resort comprises of apartments, townhouses and villas plus hotel accommodation.

The primary market for Alma is the Vietnamese middle class offering them Holiday Ownership. This new concept for Vietnam requires a multi-level marketing strategy & implementation.

The Practice is working with the investors and their Vietnamese partners to develop a brand culture to complement the resort's uniqueness in the marketplace.

[www.alma.vn](http://www.alma.vn)



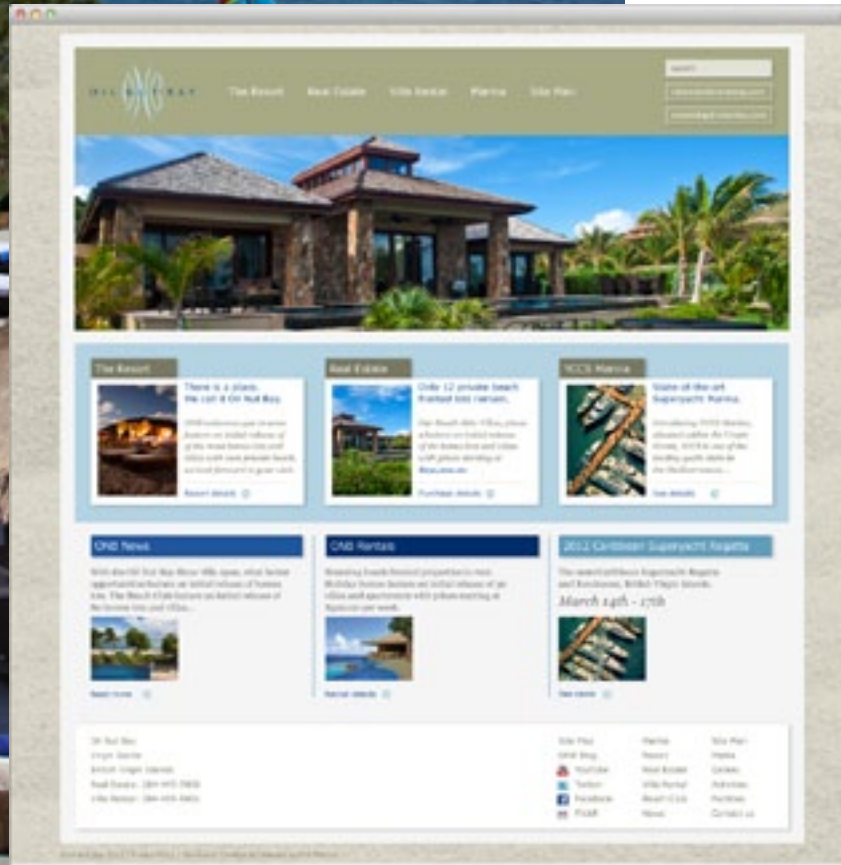




There is  
a place.

For those who know the meaning of true private luxury,  
Oil Nut Bay is an intimate community in a very private corner of the British Virgin  
Islands, where the spirit of the Caribbean meets the finest state-of-the-art amenities. The  
beach club, spa, restaurant and private club offer a world of luxury amenities,  
and the beauty of the BVI can offer Oil Nut Bay residents and visitors the  
opportunity to experience a state of being and home ownership that has not  
been available in any other location. Experience the right spirit of the Caribbean.  
Your exclusive retreat is waiting.

Oil Nut Bay — British Virgin Islands — [www.oilnutbay.com](http://www.oilnutbay.com) — 284-455-0400



## Oil Nut Bay British Virgin Islands Brand Relaunch

Situated on the paradise island of  
Virgin Gorda, BVI, Oil Nut Bay boasts  
the finest regions state of the art  
mega-yacht marina, hotel and club.

Around the resort are 4 and 5  
bedroom villas.

The Practice developed the brand  
and the brand marketing collaterals to  
attract mega yacht owners, yachtsmen  
and those seeking a second home in  
this exclusive location.





# Royal Westmoreland Brand Launch & CRM Programme

Royal Westmoreland is one of the most prestigious private estates in Barbados.

Home ownership costs from £1.5 million, villa rental from £2,600 per week, while both provide access to one of the finest championship golf courses in the world.

New owners of Royal Westmoreland tasked us with re-invigorating the brand and establish an integrated marketing strategy to deliver short term revenue and long term brand loyalty.

Having identified that the brand values of Privacy and Individualism give a compelling and unique proposition, the creative look and feel came to life with a brand theme of “Living at its very finest”.





## Royal Westmoreland Integrated Strategy

The Practice's integrated strategy meant working towards a multi-channel relationship programme in a way that is timely, relevant and adds value.

Activities to date include:

- Brand Development
- Sales Collateral & Direct Mail
- Advertising & Affiliate Promotions
- SEO, Pay-Per-Click & Online Advertising
- Website Development with Booking Engine
- Email Marketing



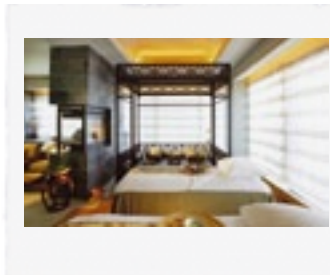


Own a modern masterpiece



No.1 Central Park is the jewel of things, an opportunity to own a recognized masterpiece. Something that can't be reproduced or imitated. An original in every sense. This original is to be found on the corner of Columbus Circle in New York. Each of the three distinguished penthouse properties gives their owner unmatched private views over the capital of the World. Like all masterpieces, every one of these exceptional properties is both a source of private pride and a source of shared pleasure. And like all great art, an original penthouse property at No.1 Central Park is an investment for the future.

Enjoy your exclusive preview of this stunning work.



ONE CENTRAL PARK

## One Central Park: The Residences Mandarin Oriental Brand Strategy & Implementation

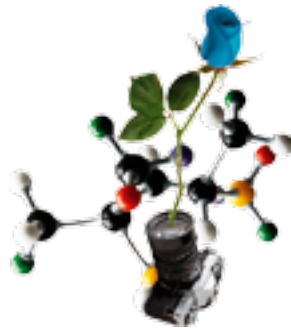
This prestige upscale development created on the footprint of the previous Time Warner Building on Columbus Circle, NY, appointed The Practice to develop an international marketing strategy.

The collaterals we created included a micro-site, brochure and bespoke mailings plus several viral and online marketing tools.

As the site neared sell-out The Practice proposed a shift in marketing emphasis in order to target No1 Central Park's very top high net worth target audience.

All apartments were subsequently sold, in particular the four penthouse apartments which, at that time, were the most expensive in New York.





## Goodbye from The Practice™

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