

RENAISSANCE CREATIVE



Think forward

Approach.

Our approach to marketing is not typical. We employ the same form-follows-function process used in architecture, engineering and science, to not just create, but create solutions that work—solutions based on solid criteria, systematic collaboration and an unwavering obsession for detail. Our professional relationships are based on honesty and integrity, as well as efficiency, flexibility and ROI. And we are truly blessed to be able to call our work, a pleasure.

Meet Renaissance.

Market Success... By Design

Overview

Renaissance Creative is a 14-year old, Florida-based company specializing in integrated marketing and designed communications. Our principals and staff have a unique depth of experience, not only in Branding, Marketing, Web, PR, Advertising and Graphic Design, but also in Sales, Architecture, Urban Design and Environmental Graphic Design.



Managing partners, Tim Hamby and Ed Bondi

By applying high level problem solving methodology to marketing, we create solutions that are beautiful because they work beautifully. And while popular culture and media are constantly changing, we continually “Think Forward” to what’s next. Not just because we’re curious creative types—but because it’s absolutely vital to our success and yours.

Honchos.

Tim Hamby

Tim founded Renaissance with partner Ed Bondi 14 years ago. A creative hybrid with 19 years of experience in nearly every aspect of agency work, Tim manages operations, serves as co-creative director and provides copywriting, strategy and planning. Upon graduation from the University of Central Florida, Tim worked as a Creative Director Assistant at a large Orlando agency before joining a Jacksonville firm as Copywriter/Account Executive. With Renaissance, he has helped create hundreds of award-winning campaigns and success stories. He attributes these successes to precise targeting, strong criteria-based concepts and an emphasis on emotional impact. His passions include words, ideas, surfing, traveling and “hangin” with his wife and two daughters.

Ed Bondi

Partner Ed Bondi serves as co-creative director and provides design, strategy and writing while also heading environmental graphic design services. A renowned marketing and design consultant, Ed is a true “Renaissance Man.” A University of Florida graduate, he is also an experienced architect, urban designer, historic preservationist and green consultant. During his 40-year career, Ed has been evangelical about clarifying the difference between art that is *subjective* and design, which is *objective* and promotes a creative corporate culture of fierce collaboration and invention. Beyond work, he and his wife especially enjoy the great outdoors, from day-trips and gardening to backpacking in the Appalachians and Canadian Rockies.

Capabilities.

Branding

Creation • Integration • Maintenance

Web and Interactive

Website Design & Coding • E-Marketing • Search Engine Optimization • Search Marketing • Content Management • Analytics • Blogs & Podcasts • Data Mining / Lead Collection • CDs, DVDs & Videos
• Comprehensive Online Social Media Services

Marketing and Media

Marketing Consultation • Strategy & Market Research
• Communication Plans & Budget Development
• Media Planning, Buying, Placement & Consultation
• Social Media • Mobile Media • Guerilla Marketing

Public Relations

Strategic Planning, Integration & Web Strategies •
Message Development • Copywriting, Editorial
Placement • Media Relations • Community Relations •
Crisis Management • Grand Openings, Events &
Promotions • Clips and ROI Monitoring

Designed Communications

Advertising • Graphic Identity • Print Collateral
• Direct-Mail • Packaging • Outdoor • Promotional
• Multi-platform media • Information Architecture

Designed Environments

Architecture • Interior Design • Sales Centers & Exhibits •
Trade Shows • Exterior and Interior Signage Programs

About Us... In Our Client's Words.

The Hutson Companies

“We have enjoyed a great relationship with Renaissance Creative for more than four years. During this time, we have established a high level of trust in the firm’s expertise and capabilities in real estate marketing. The Renaissance team has always been quick to respond, flexible and always willing to go the extra mile to ensure the success of our communities. Since partnering with Renaissance Creative, The Hutson Companies have won numerous awards and accolades and our 6,000 acre development became one of the fastest growing, fastest-selling in Florida’s history.”

— **Deanna Cope, Vice President of Marketing:**

OakLeaf Plantation and SilverLeaf Plantation

SMR Communities

“Renaissance Creative did several projects for us. The first and major project was to design and install the technology for a million-dollar Information Center renovation. They brought a lot of experience to the table to reach our marketing goals and we were very satisfied with the final product. My relationship with Renaissance has always been great from the beginning of any project, down to the continuing support after the project was complete. Last minute changes due to budget or whim were never a problem. I respect Renaissance and if I were ever in a position to hire or recommend them, they would be my first choice!”

— **Lynn Halk, former Sales Director:**

Lakewood Ranch

BrockBuilt City Neighborhoods

Our search for a fresh approach to marketing our new mixed-use urban community led us to Renaissance. Although they were in Jacksonville and we were in Atlanta, It was like they were just across town. We found them to be a diverse team of very creative people who not only listened to us very very well, but did their homework. They fully evaluated our site, land plan and competitive market — boots on the ground. They then synthesized our vision with highly creative concepts to produce a strategy and brand that spoke directly to our target buyer: hip, green, just the right degree of 'edge', approachable, at the same time creating urgency. I am particularly impressed with the skill with which they blended new and traditional media. They are fluent in electronic, web, event, guerrilla/viral web, and traditional media. Their strategy provided a 1-2-3-4-5 punch that set us up to hit the ground running with multiple messages via a variety of channels during the ramp up and sales cycle. We would definitely want Renaissance on our team for the next project.

— **Chase Broward, Director of Development:**

WestTown Atlanta, A LEED ND Pilot Project

Hines

“Working with Renaissance Creative is very refreshing. They know the market, bring years of experience and are always available and receptive to my questions or requests. They make my job as Marketing Director much easier.”

— **Naomi Lumley, Marketing Director:**

Palencia and The St. Johns

Southstar Land Development Partners

“Southstar Land Development Partners’ working relationship with Renaissance Creative has been excellent. Reaching our brand and marketing goals after partnering with them was like magic and worth every penny.”

— **J. Thomas Gillette, Regional Manager:**

Julington Creek Plantation and Bartram Springs

Lifestyles Realtors

“Renaissance has partnered with us on many projects and they bring energy and enthusiasm to every one. Their creativity and professional approach are keys to our success from a marketing perspective. They are willing to get outside the box and produce cutting-edge design for our projects, which is ultimately what differentiates us from the competition. The communication is open and direct, and their extensive knowledge of the real estate and development industry makes the job much easier in dealing with our developers. A huge positive for me in working with them is the level of commitment to ethical practices and honesty in with their clients. I never have a doubt about the dedication to excellence and the integrity they bring to a project.”

— **Katie Armstrong**, Senior VP, Spectrum Property Solutions,

former Director of Sales & Marketing, Lifestyles Realtors

10 various multi-family communities

StalwartBuilt Homes

“Renaissance Creative has been a cornerstone partner of StalwartBuilt since our inception. The consistent service and support while developing and growing the StalwartBuilt “beyond green” brand transcends the typical vendor/client relationship and reaches a level of understanding and collaboration that only a true partnership reflects. The efforts made by Renaissance have been truly appreciated and will never be forgotten. We look forward to a very long and successful relationship.”

— **Julius Poston, President**

StalwartBuilt Homes and the Green Building Science Institute
Callaway Corners, Waterview, Fish Camps at Holiday Sands, Ponthchartrain Park
Builder of the first LEED Platinum, net-zero energy home in the Southeast

Brylen Homes

“We have a great working relationship with Renaissance Creative. We have worked with many different departments and team members over the years and they have all been responsive and committed to helping us accomplish our goals. There has never been a job too large or small for them to tackle. They provided assistance in positioning the company and finding our niche in the market place. I think the team at Renaissance has been a real key to our success. Now that times are little tougher in terms of sales, their input and strategies have become even more important.”

— **Beth Antzaklis, Vice President:**

Amelia Park, Ocean Oaks, The Surf, Providence Island and Istoria

Centex Destination Properties

“While with Centex, I called on the Renaissance Creative team on countless occasions. The Centex brand was all about quality and integrity. Buyers came to rely on us for delivering exactly what we promised – and then some. To take a project to market required a collection of the most experienced and proven creative and production professionals in the recreational real estate industry. Renaissance was an integral part of this team. Working with them was virtually seamless. I was able to take my vision to them and allow them to do their magic. They always hit the mark! In addition, I found them responsive, open minded and they always delivered on time and within their project estimate. In short, what came of our partnership with Renaissance Creative was the fact that we tracked hundreds of millions of dollars in recreational real estate sales in a very short period of time. Enough said.”

— **Allan Schweinberg, Director of Marketing:**

Palm Coast, Ocean Hammock, Cinnamon Beach, Loon Mountain, Bear Lake, Canopy Walk, Marineland & Tideland

Dwellings, A Real Estate Company™

”I want to thank you and your team once again for developing a website that captured the essence of who we are and want to become as a growing company. It is simply perfect...so Thank You! I also want to thank you for your willingness to roll with the (many) changes we had not discussed in the beginning. I look forward to growing with you!”

— **Shawn McGuire, Broker/Owner**

Business start-up

Panitz Homes, A Beazer Company

“Renaissance was critically instrumental in our company's growth over the course of 12 full years, guiding us through the transition from a private homebuilding company, to being one of the largest, most successful divisions of a publicly-owned builder (Beazer Homes), and back into the private sector again. Renaissance was intimately involved in all marketing functions from collateral, to advertising, to web design, sales center development, Realtor promotions, events and more. Through the years, they helped us establish an enduring brand reputation for quality, garnering many awards and thousands of sales along the way. They are the best, most experienced and talented communication firm I have ever worked with and I recommend them highly.”

— **Sandra Panitz, Sunbelt Business Brokers,**

former Vice President of Sales and Marketing, Beazer Homes
Multiple communities

Parker & Associates Real Estate Development Consultants

“Renaissance is our ‘go-to’ advertising and site merchandising firm for any of our clients in need of such services. We can depend on Renaissance for timely and innovative creative services from very cooperative staff. Our working relationship has been excellent since the inception of Renaissance and we look forward to its continuation and expansion in the future.”

— **Dr. David Parker, President**

Market researcher, analyst and advisor
Multiple projects

Experience.

Ill Forks Steaks & Seafood
1616 River Road
1661 Riverside
Aetna Building
Alliance Mortgage Company
Alpha Paving
Amelia Island Plantation
Amelia Park
American Horizons
American Institute of Architects
America's Education Guides
Applesauce Kanani Children's Books
Argyle New Town
Arvida at Sawgrass
Ashton
Atlantic Builders
Atlantic Crossing
Atlantic Real Estate Advisors
Avila Condominiums
Azalea Pointe
Bartram Springs
Bay Isle Key
Beachway
Beach Haven
Bear Lake
Beazer Homes Atlanta
Beazer Homes Dallas
Beazer Homes Houston
Beazer Homes Tampa
Belle Haven
Berkman Plaza 2
Beverly Hills Retirement
Big Horse Club

The Breakers at Ocean Reach
Brookstone at Eagle Harbor
Bruce Terrel, Architects
Bruce Ora, Landscape Architects
Brylen Homes
Callaway Corners
Calvary Ministries International
Canopy Cove
Canopy Walk
Cedar Shores
Centex Palm Coast Sales Center
Central Park
Chimney Lakes
Christ To The World
Christian Medical & Dental Assoc.
ClearLake at Marsh Landing
Cielo Ranch
Cinnamon Beach
Citigate
Citywalk
Coastal Construction Products
Concord Office Park
Consider It Done
Coppenbarger Homes
The Cottage Home Company
Country Chase
Crystal Cove
Cunningham Hideaway
Custom Homes by Bryan Lendry
Cypress Springs
Deerwood Park North
Deerwood Place Condominiums
Deerwood Pointe II

Deep Creek Plantation
Destin Yacht Club
Deweys Yogurt
Division Street
D. R. Horton
Dwellings
Eagle Harbor
East San Marco
Edgewater
Ellington
Endevco
Epping Forest
Esplanade
Estrella del Norte
Falcon Trace
Fiddler's Marsh
Fish Camps at Holiday Sands
Flagler Development Group
Florida Apartment Club
Florida Club
Florida Sports Hall of Fame
Forrister Builders
Fox Creek
Fripp Island Resort
The Gables
Governor's Run at Westminster
Gran Park at Deerwood
Grand Haven
Green Building Science Institute
The Greens
Groewood
Gulfstream Orlando
Halifax Landing

Hampton Glen
Hampton Park
Harbour Isles
Heather Glen
Heritage Deerwood
Hidden Acres
Hidden Hills Country Club
Hotel Indigo
The Hutson Companies
The Island Club
Jacksonville Chamber
Jacksonville Golf & Country Club
Jacksonville Public Libraries
JLC Southeast
Johns Creek
John Stokes Company
Joshua Frase Foundation
Julington Creek Plantation
La Entrada De Los Cerritos
Lake Nona Golf & Country Club
Lakewood Park
Lakeland Central Park
Lakewood Ranch
The Lane Group, Architects
Laurel Springs at Kernan Lakes
Lighthouse at Sandestin
Longpond Village at Gulf Harbour
Loon Mountain
Lost Beach
Michael P. Kahn & Associates
Main Street of the First Coast
Mandarin Oaks
MapleWood

Marineland	Opus 39	Richland Hills	Summerhill at Meadowcrest
Marina at Julington Creek	Osprey Cove	The Richmond Group	Sunstate Business Brokers
Marriott at Sawgrass	Oyster Bay	River Bend	The Surf at Amelia Island
Marsh Creek	Pablo Creek Reserve	River Breeze	Sweetwater
Marsh Lakes	Pace Island/Highlands	River Homes at Ortega Landing	Tamarac
Marsh Sound	Palencia	River Horse	The Tasting Room
Mattamy Homes	Palencia Club	River Oaks Plantation	Thornhill at Fleming Island
Meadowlake Palm Harbor	Palm Coast	River Town	Tapestry Park
Medical Imaging Specialties	Palmetto Cove	Royal Terrace	Tenn Street Station
Medical Tracking Solutions	Panitz Homes	The Sanctuary	Tides Edge
Mercedes Homes	Panitz Signature Homes	Sandestin Beach Resort	Tidelands
Meridian Management Corp.	Park Place South	Sandpiper Condominiums	Tidewater at Ocean Reach
Monogram Custom Homes	Paradise Valley Estates	Savannah Creek at Kernan Lakes	Tivoli by the Sea
Monterey	Pastille Condominiums	Saxon Woods	Tradewinds at Metrowest
Morelle Cook Jones, Architects	Phase Technology	Saint John's Landing	Turnberry at Saint Johns
New Life Christian Fellowship	Phillips Builders	Salida del Sol	Tuscawilla
Northeast FL Board of Realtors	Pier Point	Sanibel Passage	Unijax Paper
Northeast FL Builders Assoc.	Pirates Bay	Sea Grove	Valencia
North Florida Land Trust	Plantation at Ponte Vedra	Seaside	Victoria Park
North Hampton	Planters Quarters	The Seasons	The Villages of Lake West
Oak Grove Island	Plaza Condominiums	Seagrass at Harbortown	Villages of San Jose
OakLeaf Plantation	Plaza Mercado	Seagrass Village	The Waters
OakLeaf Christian Church	The Pointe at Ventana Ranch	Sea Palms, Island Resort	Waterset
Oasis of Mandarin	Ponte Vedra Presbyterian	SilverLeaf	Watermark Condominiums
Ocean Cay	The Preserve at Econ River	Soleil	Waterview
Ocean Grande at Serenata Beach	The Preserve at Sawgrass	South Beach	West Meadows
Ocean Grove	Powell Design Group	Southern Grove Condominiums	Westland Park Apartments
Ocean Hammock	Prime Osborn Convention Center	Southern Woods	Weston
Ocean Oaks	Promenade Condominiums	South Hampton	WestTown Atlanta
Ocean Villas	Providence Island	South Lake	Williamsport
Ocean's Edge	Queen's Harbour	The St. John	William's Walk
The Office Centre at Southpoint	The Rankin Center for Health	Straus Park	Windemere at Sawgrass
Old Ponte Vedra Beach	Rayonier Specialty Pulp Products	StalwartBuilt	Windsor Palms
Old San Jose	Reyonier, Inc.	Steinemann & Company	Woodbridge at Julington Creek
Old Town Villages	The Reserve at Pointe Meadows	StowMate	The Woods
Olde Towne at Sandestin	The Reserve at James Island	Sugar Mill Plantation	Wynfield Lakes

Graphic Identity.

A logo is brand identity distilled into a single graphic form. It must work as well in black and white as in color, and as strongly on letterhead as on a billboard. A successful logo simply and memorably portrays the essence of the brand it represents — in all formats and media. The following are a few of the many logos we have created for our clients.



WESTTOWN
ATLANTA



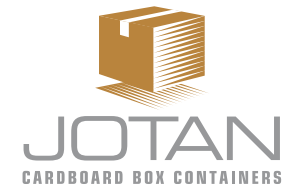
TAPESTRY PARK

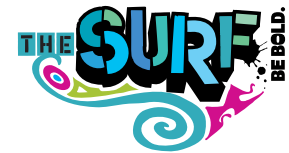








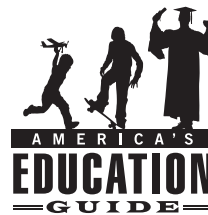






sancti+tees
Wear to Declare







Public Relations.

As digital and social media grow, the role of PR changes and expands. Because of the way messages are created and disseminated today, PR has been pushed into the realm of branded storytelling. PR-only firms promote themselves by pointing to a “word-of-mouth revolution.” But the truth is, PR is light years more effective when executed in concert with a strategically-formulated multi-platform marketing campaign, with each part driving the other and all anchored in the web.

Ill Forks Achieves Historic Success



Renaissance PR and **Ill Forks Steakhouse** teamed up for one of the most successful openings in the acclaimed brand's history. Beginning with a November soft opening, followed by three nights of VIP receptions in December, the award-winning restaurant subsequently sold out for New Years Eve and Valentine's Day, quickly becoming one of Northeast Florida's favorite fine dining establishments.

Renaissance Creative provided PR firepower with an aggressive campaign of email blasts, online video, media relations, special events, social media and traditional PR. During the three VIP receptions, the restaurant hosted 75 members of the press, many local celebrities, influential bloggers and area movers and shakers, with each night highlighting a different community group. On Community Leader Night, the Honorable Mayor John Peyton attended, as did football star Maurice Jones-Drew. They, along with many others, expressed their reactions to the new

restaurant on camera, providing video clips for Ill Forks' Facebook fan page, Twitter account and YouTube channel. Media coverage was outstanding, including feature stories in newspapers and television's evening and morning news. The extensive buzz helped raise \$5K for North Florida's largest provider of services to the homeless — generating even more buzz.



Consolidated Restaurant Operations' VP of Marketing, Bill Watson, proclaimed it one of the company's most successful openings ever and Ill Forks Jacksonville Proprietor, Curtis Osmond, continues to see his restaurant's popularity rise, as on-going PR illuminates it as the city's gold standard for exceptional dining.



The Perfect Perch For Super Bowl Coverage

When looking to publicize **The Plaza**, Jacksonville's first downtown high-rise condominium, Renaissance Creative Public Relations saw no better opportunity than partnering with coverage of the 2005 Super Bowl. With Jacksonville Municipal Stadium in the background, WJXT-TV broadcast over 100 hours of news programs during Super Bowl week from The Plaza, making the condominium a focal point while over 2,000 journalists from 23 countries were

covering the event. The Plaza was mentioned in every newscast that originated from the luxury tower and was the subject of banter between anchors about location and amenities. The exposure, in coordination with an integrated advertising, web and guerilla marketing campaign, helped sell out the first new residential project built downtown in nearly 30 years, bringing unprecedented attention to urban living in Jacksonville.



A Shining Debut For The Boutique Hotel Indigo

Renaissance Creative public relations, working with InterContinental Hotels Group (the world's largest by number of rooms), Zieg Hospitality of Ocala and Joyce Development Group, created and promoted a press and VIP event to celebrate the ground breaking for Hotel Indigo. The hotel was the first major tenant of Tapestry Park, an exclusive village center located in the popular Deerwood Park area of Jacksonville, FL.



Each Hotel Indigo property is unique and designed to reflect the local culture, character and geography of the surrounding area. Therefore, collateral publicity for Tapestry Park was achieved by touting it as the ideal venue for such an upscale brand.

Harold Steinbrenner, son of New York Yankees owner George Steinbrenner and an officer in Zieg Hospitality, was introduced to the media along with Jim Anhut, senior VP of brand management for InterContinental Hotels Group and Don Steimle, VP of Zieg Hospitality of Jacksonville.



Renaissance Creative's media relations campaign and event launched Hotel Indigo as the first branded boutique hotel experience in North Florida. The campaign and event gained extensive local media coverage as well as state and national coverage from both consumer and trade press.

All Through The House - Holiday Showhome Sets Record



The December holidays are traditionally the slowest time of year for real estate sales activities, yet Renaissance Creative put together a high-profile cause-marketing PR campaign that drew thousands of quality prospects to **Palencia**, a Hines-developed master planned community.



Several of the area's most noted interior designers were invited to showcase their talents by decorating individual rooms in seasonal themes inside a grand, estate-size home. A kickoff press conference; multiple fund-raising events for local charities; weekly press releases; feature articles; and local TV coverage promoting the popular designers' reputations, as well as personal stories, were used to generate public interest. The campaign helped introduce Palencia's newest townhome neighborhood, while showcasing the community's world-class amenities and unique environmental features — all in context with a warm and entertaining venue.



The community recorded record traffic of more than 10,000 visitors over the four weeks of the campaign, a remarkable triumph during a busy time of consumer shopping and travel. The overwhelming success of the event prompted Hines to extend the campaign by an additional week, leading right up until Christmas Day. Increased sales activity was directly attributed to the strategic PR campaign, reinforced by targeted advertising, web presence and promotional materials.



StalwartBuilt Honored By Department of Energy at International Show



Using the power of media relations, Renaissance Creative PR helped **StalwartBuilt Homes** launch the latest in green building science at the National Association of Home Builders' International Builders Show (IBS).

With an the estimated 100,000 attendees and international press corps on hand, PR strategy focused on using the premiere event to showcase the Panama City, Fla. based firm's pioneering green building expertise.

Renaissance put together an active operational base that took advantage of attendee and press traffic in the popular Show Village outside the massive Orlando Convention Center. When the U.S. Secretary of Energy recognized



LEED Platinum Certified Home built by StalwartBuilt Homes

StalwartBuilt President Julius Poston for his extraordinary contribution to energy-efficient home building, the event was covered by the national press who were notified in advance of the ceremony.

An ongoing PR campaign included print, radio and TV interviews supporting the event, with story ideas placed with key journalists and editors — assisted by an electronic media kit available at the IBS press room.



2009 Tampa Super Bowl Brings Elderly Widow a Home

The Richman Group of Florida was one of more than fifty corporations and organizations that brought much needed repairs to homes in Historic Old West Tampa during 2009 Super Bowl week. The project garnered a lot of attention from the press covering the big game and received local and national exposure in print, on television and online. The PR challenge was to make The Richman Group's philanthropic efforts stand out amidst the 1,000 volunteers and 20 projects.

Instead of simply repairing the home of a 66-year-old woman, and due to the extent of the renovations needed, Richman built a brand new replica of the disabled widow's home — right down to a special niche in memory of her deceased husband. In an emotional ceremony attended by the media, city officials, NFL players and Rebuilding Together Tampa Bay, Richman Group CEO Dick Richman handed her the keys. The project manager was awarded one of only two Hometown Hero awards from Rebuilding Together Tampa Bay.



City's First Skyscraper Turns 50



The South Shore Group, owner of the Aetna Building in downtown Jacksonville, Florida, was preparing to celebrate the 50th anniversary of the city's first skyscraper with great fanfare. Renaissance Creative was charged with creating appropriate high-profile events, displays and media coverage to increase public awareness of the landmark structure. The multi-tiered, year-long campaign used a combination of traditional media, media events and online tactics to promote the historic occasion.



For the kickoff, Renaissance Creative PR orchestrated a commemorative VIP/Media luncheon and unveiled a multi-panel display chronicling historic milestones in the city's past five decades. A unique moveable stainless steel display system created by Renaissance became the centerpiece for the event. The well-attended gathering received both print and TV coverage and set the stage for the subsequent PR campaign.

Renaissance capitalized on the landmark anniversary by promoting an essay contest calling for the public to submit their recollections of the building's opening in 1955. The client was overwhelmed, not only with entries, but also with many nostalgic photos of families visiting the city's tallest building.

Working with the St. Johns River City band, Renaissance also transformed the 12th floor of the Aetna building into a nightclub for another special event that received rave reviews from the media. Building stakeholders were invited to participate in a 50s Sock Hop complete with look-a-like celebrities, including Elvis.



Renaissance PR also assisted in several outside promotions in conjunction with the Jacksonville Jaguars, the Jay Fund and Ronald McDonald House.



Renaissance worked with The Business Journal to draw numerous VIPs and hundreds of guests to The Book of Lists event hosted by The South Shore Group in the Aetna Building — which was one of the best-attended and best reviewed events of the year in Jacksonville. When the city hosted the 2005 Super Bowl, Renaissance arranged to have a signature photo shot from the Aetna Building capturing Jacksonville's skyline lit up with fireworks — a stunning image that established the building's pinnacle location like none other. The photo graced the front page of The Florida Times Union and has been seen worldwide, heralding another milestone in city history.

As a result of the 12 month PR campaign, the building reached 85 percent occupancy and was almost fully occupied within a year.

Advertising.

Effective advertising should be attention-grabbing, well-targeted and a compelling representation of your brand. It has to be both consumer and product relevant at the same time. But most of all, it must engage on a purely emotional level in order to bond and inspire to action. Advertising is also much more powerful as a component of a well-orchestrated, multi-faceted marketing strategy that includes other forces such as public relations and interactive communications.

"It's a setting that literally soothes your soul."
— Al Goldstein
Resident



the Intracoastal and its tributaries at Palencia



The old Cypress tree at Palencia

Over 400 years after the arrival of Spanish explorers, new discoveries happen here every day. A canoe, compass or just a spirit of adventure are all you need to experience the many natural wonders of Palencia, St. Augustine's most exceptional golf course community, nestled along the pristine shores of the Intracoastal Waterway.



The spirit of discovery endures.

PALENCIA

A Story of Discovery, Exploration and Settlement

A Hines Community | Palencia Realty, LLC. | www.VivaPalencia.com
605 Palencia Club Drive, St. Augustine, FL 32095 | (877) 245-3390 | (904) 810-0500

Homes from the \$200s to over \$3 million. Prices and terms subject to change.



In order to save energy, we use homebuilder conservation programs from TECO Peoples Gas to install energy efficient natural gas appliances. For conservation programs, visit www.peoplesgas.com.



With a staff of 150 paying attention to every detail, this scene can go on forever.

PALENCIA.
www.vivopalencia.com 904-430-0000

A Ritz-Carlton Company

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The secret to this hole is to keep your eye on the ball.

Good luck with that.

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If time stands still, perhaps it's enjoying the view too.

PALENCIA.
www.vivopalencia.com 904-430-0000

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OakLeaf Plantation is over 7,000 acres of unspoiled land with 1,400 acres of natural preserve and neighborhood parks; 15 miles of bicycle and walking paths; a 30-acre Athletic Center with a state-of-the-art waterpark, clubhouse, fitness center, multiple athletic fields, tennis and basketball courts and playgrounds; two planned village centers for shopping and services. Future plans include five new schools, public library, regional mall, and an 18-hole championship golf course.

THE OAKLEAF BUILDERS
 Ashford Homes (904) 282-0543
 Atlantic Builders (904) 291-4306
 Coppenshage Homes (904) 282-7877
 Mandala Homes (904) 291-2817
 Marston Homes (904) 291-8412
 Pulte Signature Homes (904) 282-4849
 Providence Homes (904) 291-8008
 Richmond American Homes (904) 718-7623
 Ryland Homes (904) 291-5422
 The Cottage at OakLeaf (904) 291-4270

ONCE UPON
A TIME...

VISIT OUR MODELS TODAY A HUTTON COMPANIES DEVELOPMENT (904) 242-7718 WWW.OAKLEAFPLANTATION.COM

OakLeaf Plantation is over 7,000 acres of unspoiled land with 1,400 acres of natural preserve and neighborhood parks; 15 miles of bicycle and walking paths; a 30-acre Athletic Center with a state-of-the-art waterpark, clubhouse, fitness center, multiple athletic fields, tennis and basketball courts and playgrounds; two planned village centers for shopping and services. Future plans include five new schools, public library, regional mall, and an 18-hole championship golf course.

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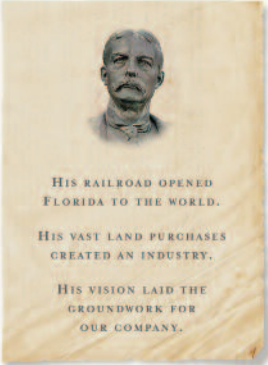
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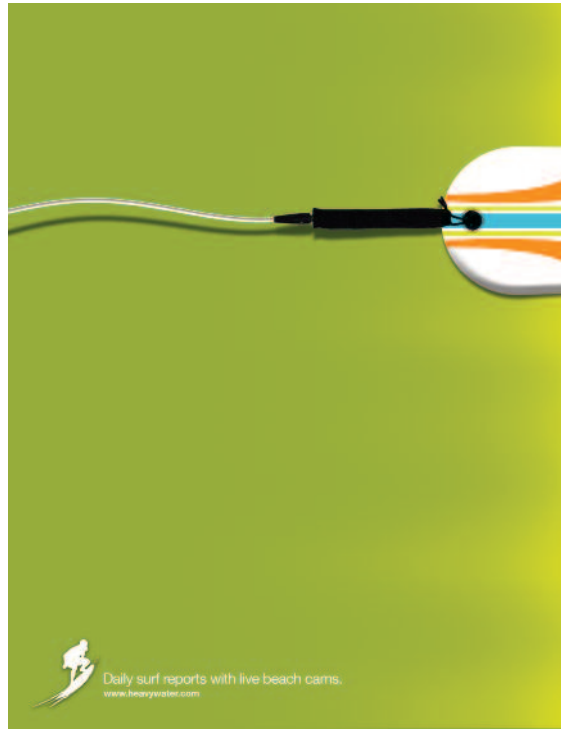
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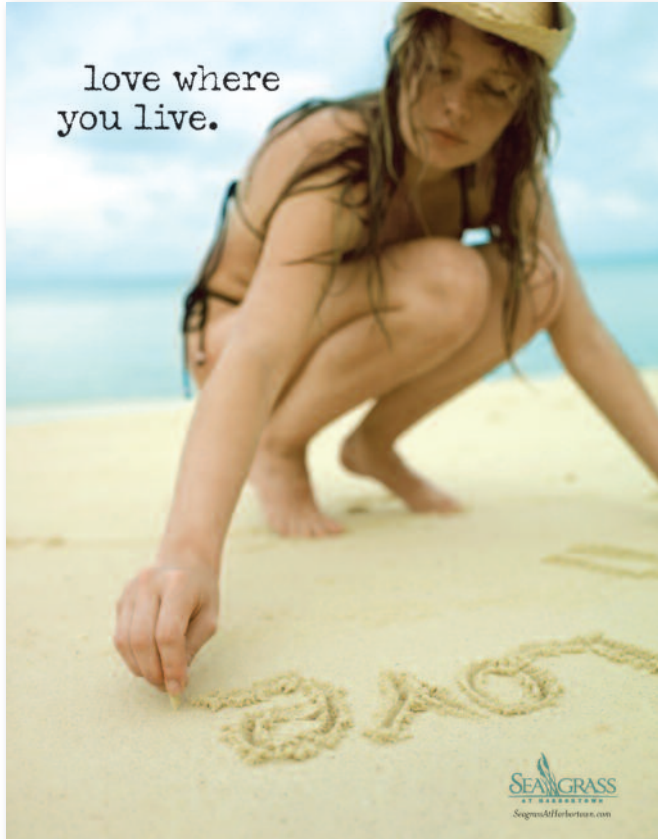
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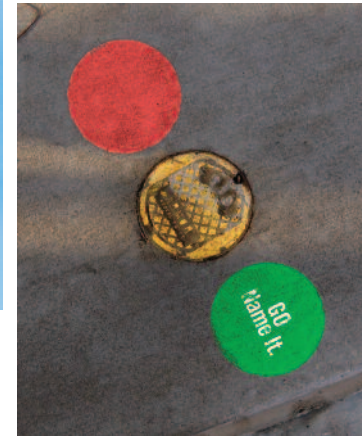


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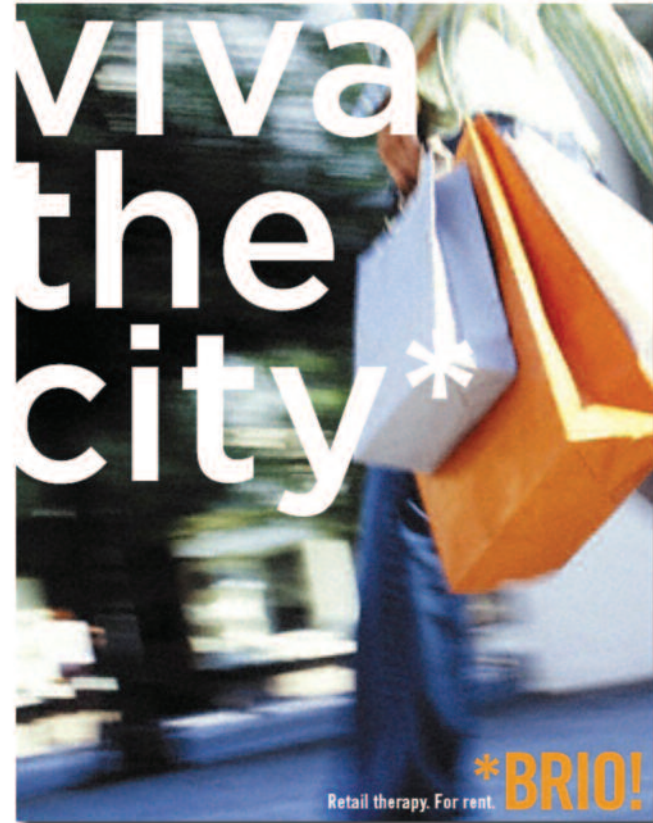
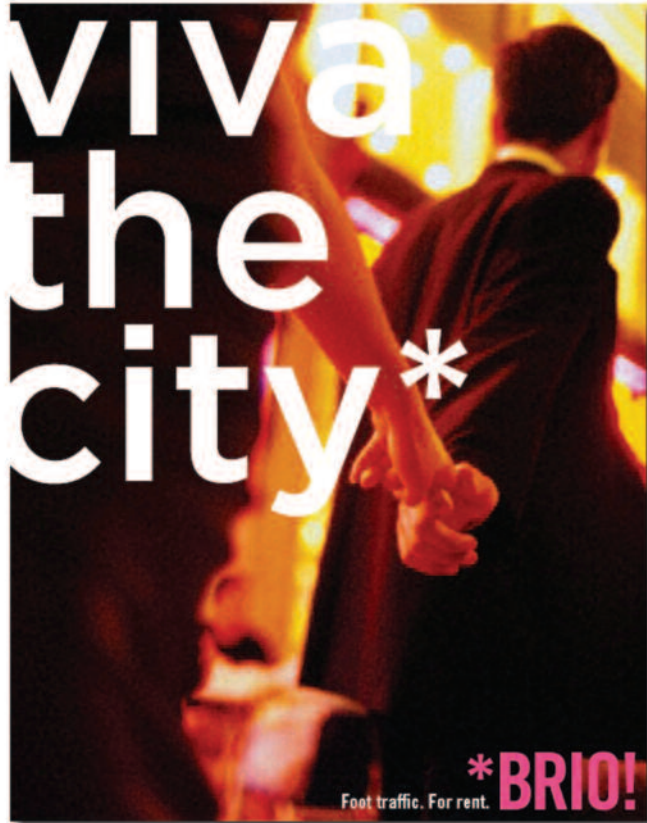


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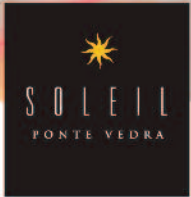
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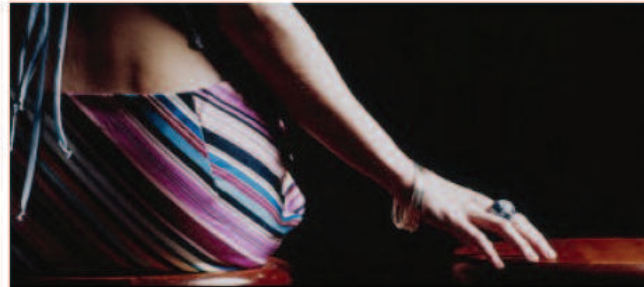
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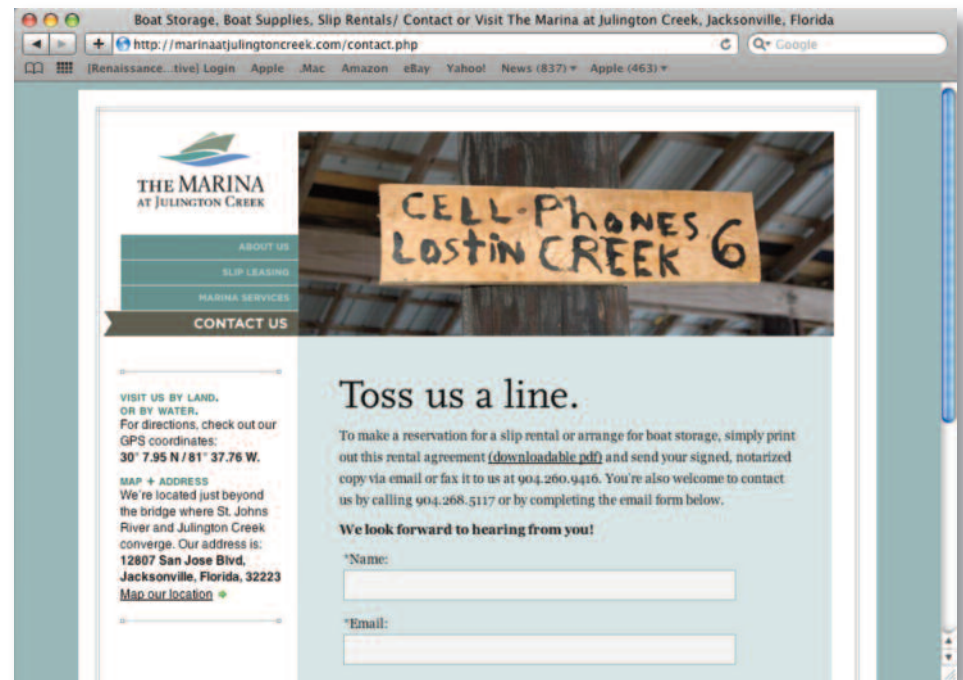
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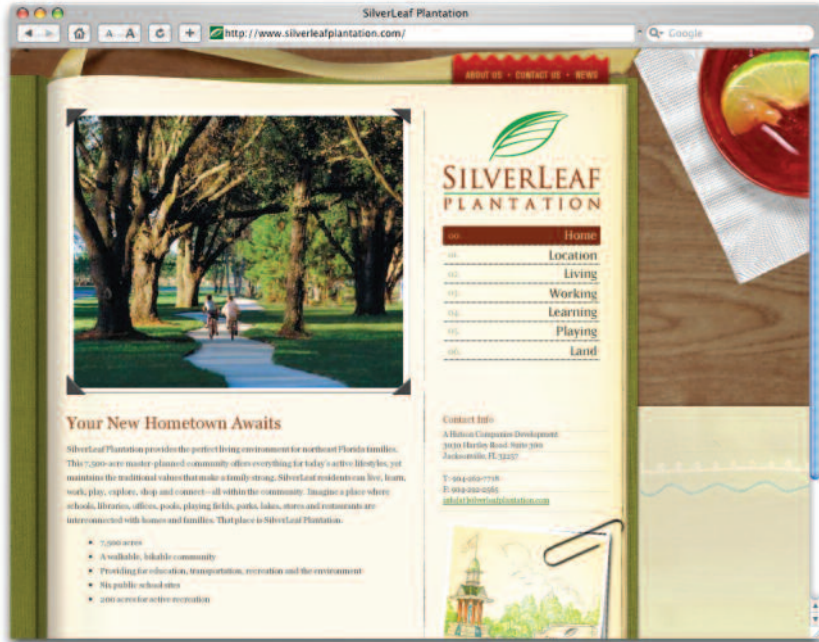
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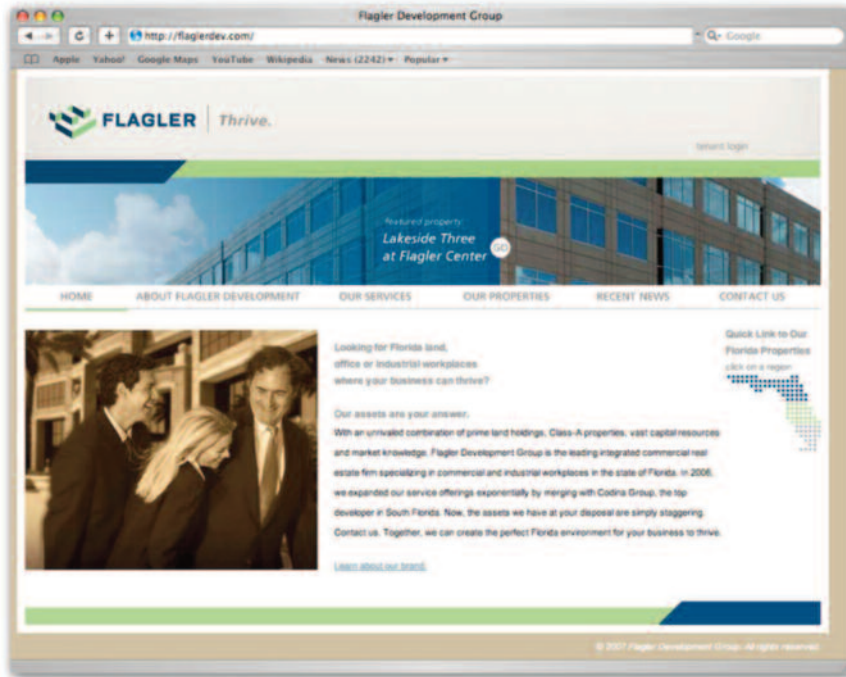
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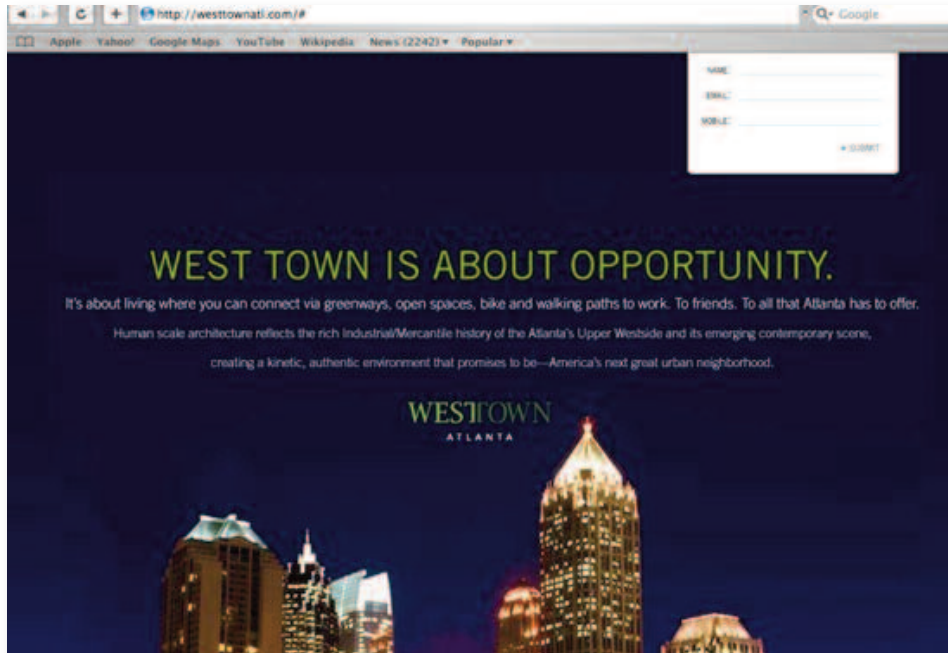
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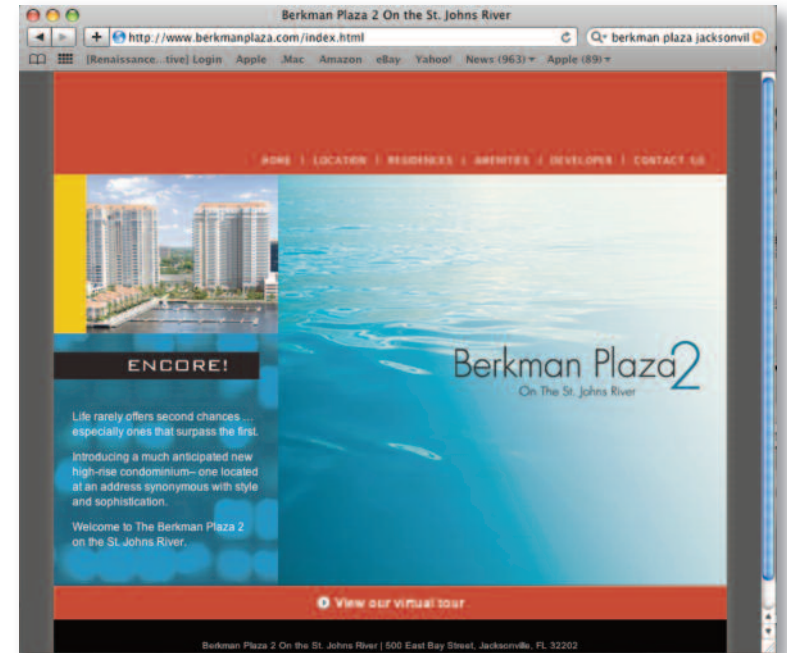
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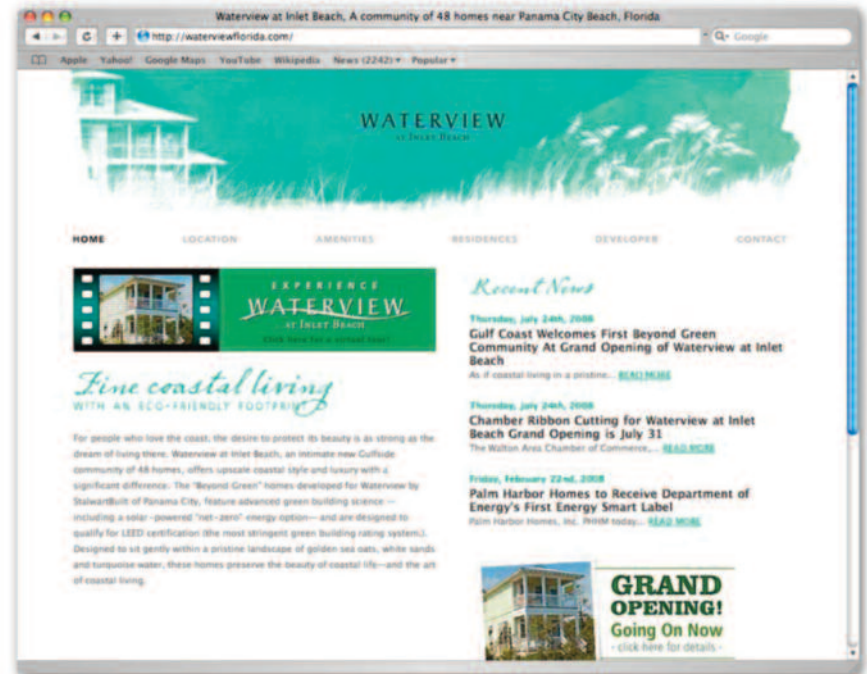
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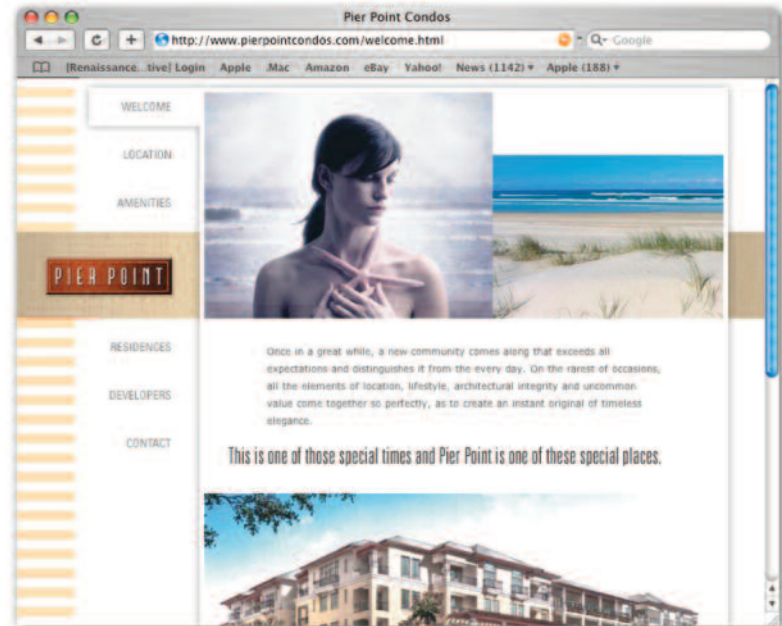
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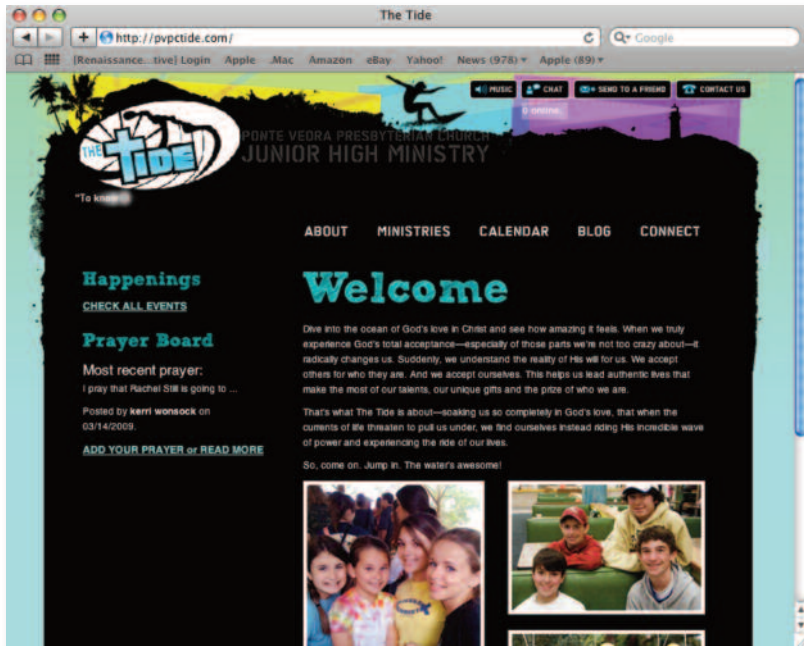
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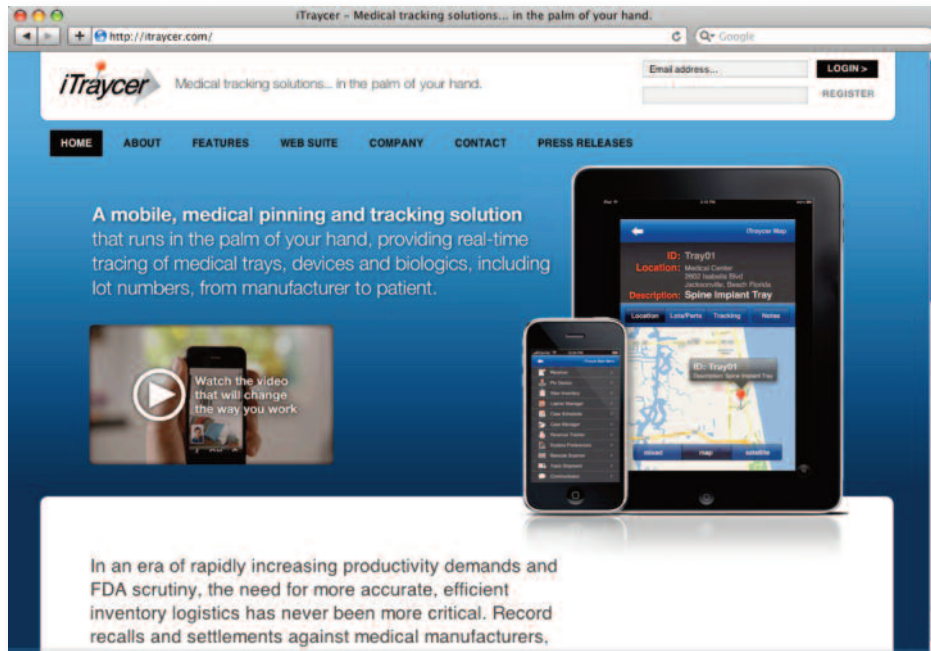
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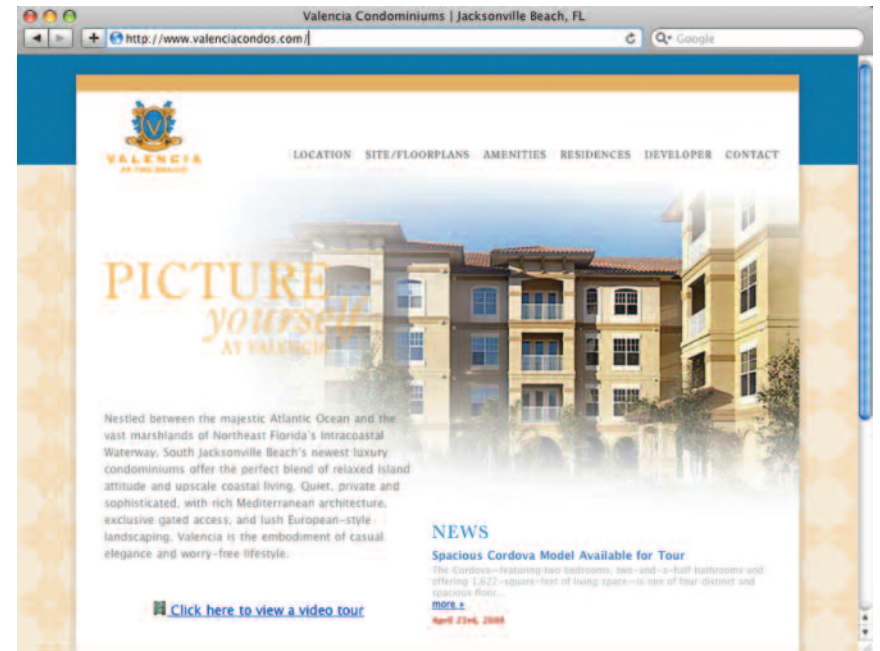
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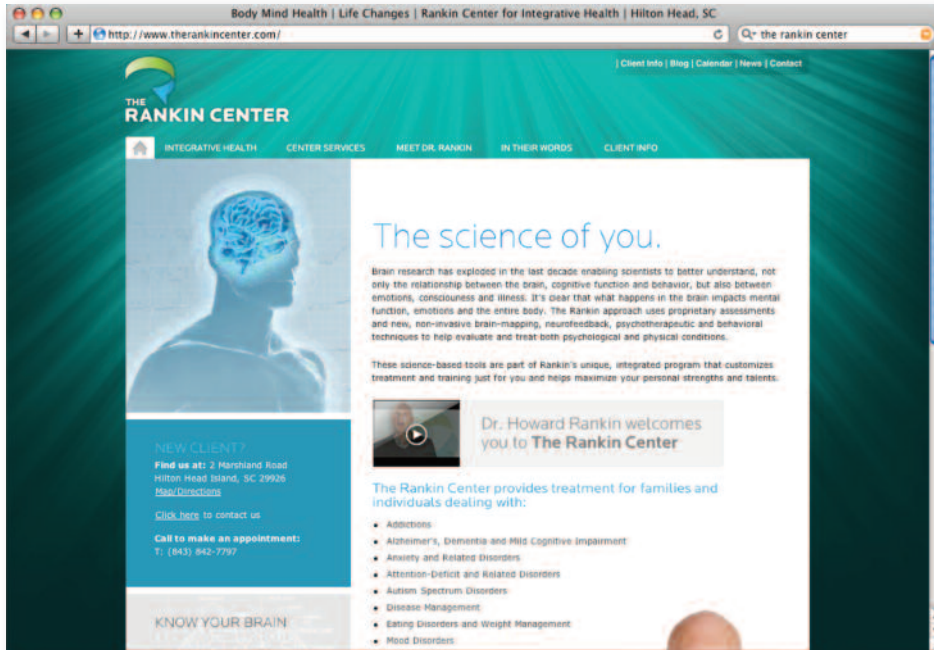
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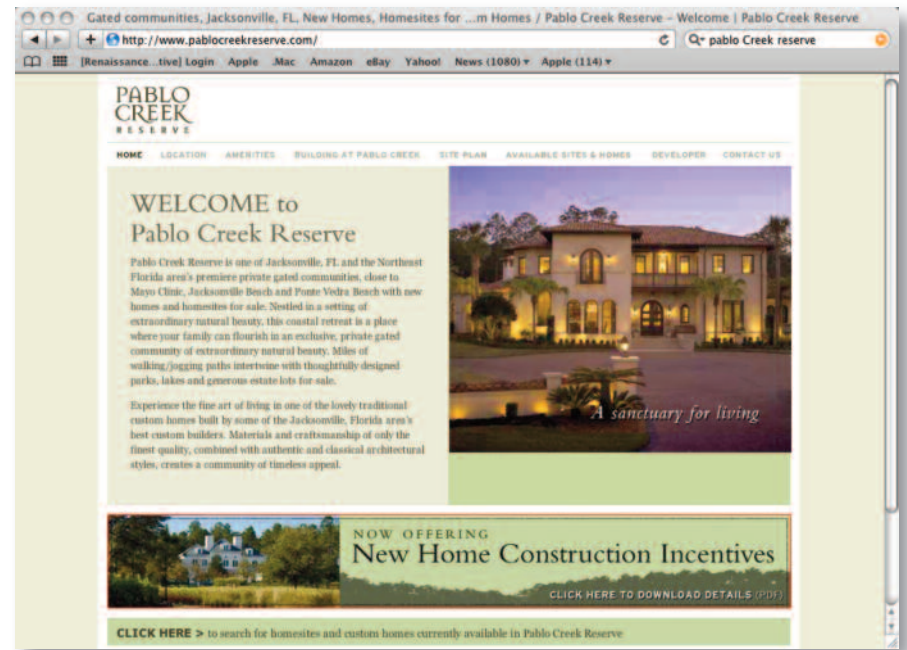
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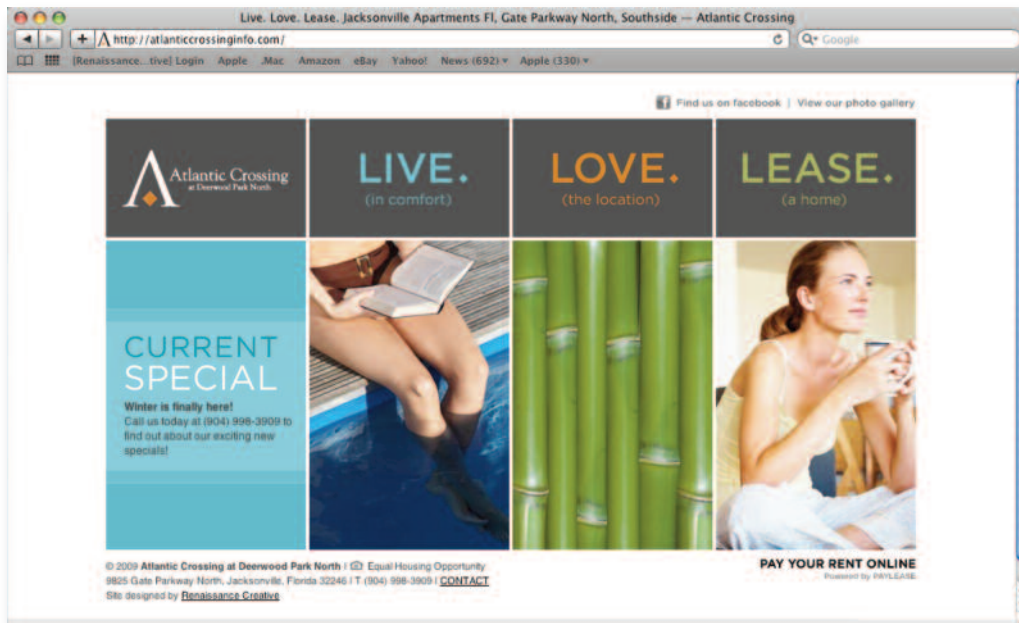
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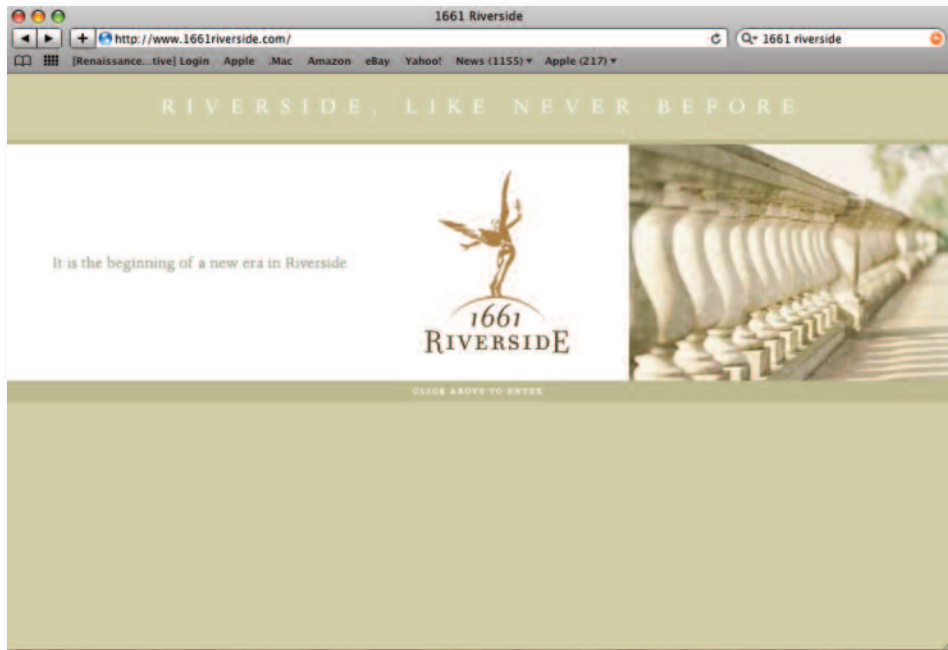
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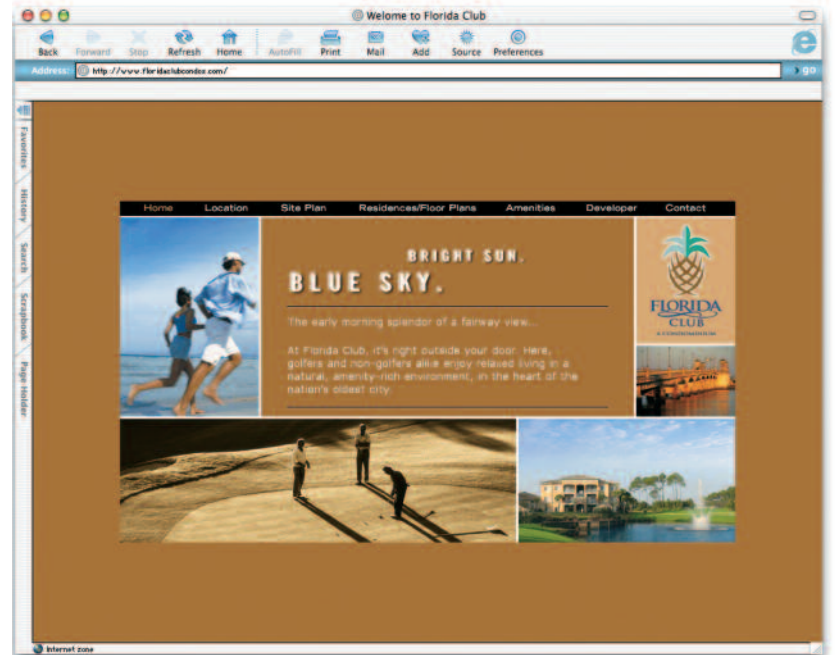
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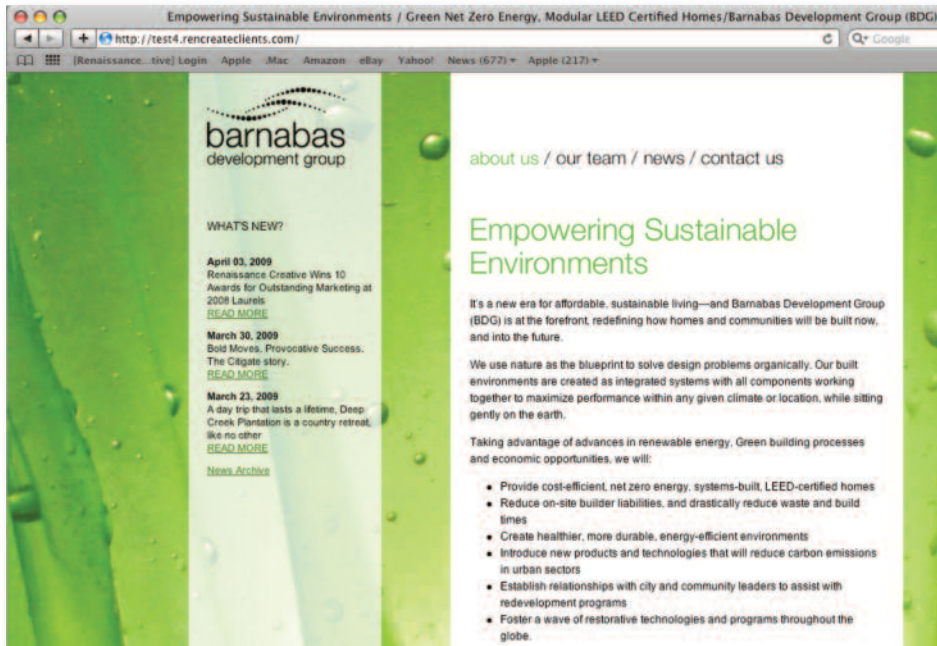
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Our Community Brochure Systems contain a wide variety of project-specific materials, including floor plans, site plans and price sheets.

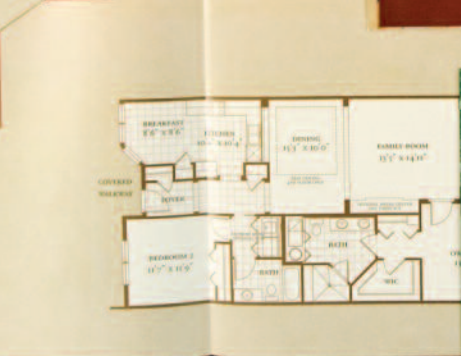






Highlights on the architectural style of Spanish Colonial with its wide, arched entryways, terraces, arched windows and dark iron cast railings. Avila, by CasaMira Communities, offers one distinct living choice, each providing the same vibrant neighborhood energy and social access to the vibrant world just outside of Palencia.

With beautiful La Terrace Residences designed by the award-winning architectural firm, Woodward Clyde, these luxury homes range in size from 1,400 to 2,125 square feet, each with covered outdoor terraces including built-in grilling bars and custom built furniture. Residents may prefer the distinct La Terrace homes design, all of which include walk-in closets, granite counter tops and single garage spaces. La Terrace homes of Avila are situated in a secure building with central walkways and elevators.



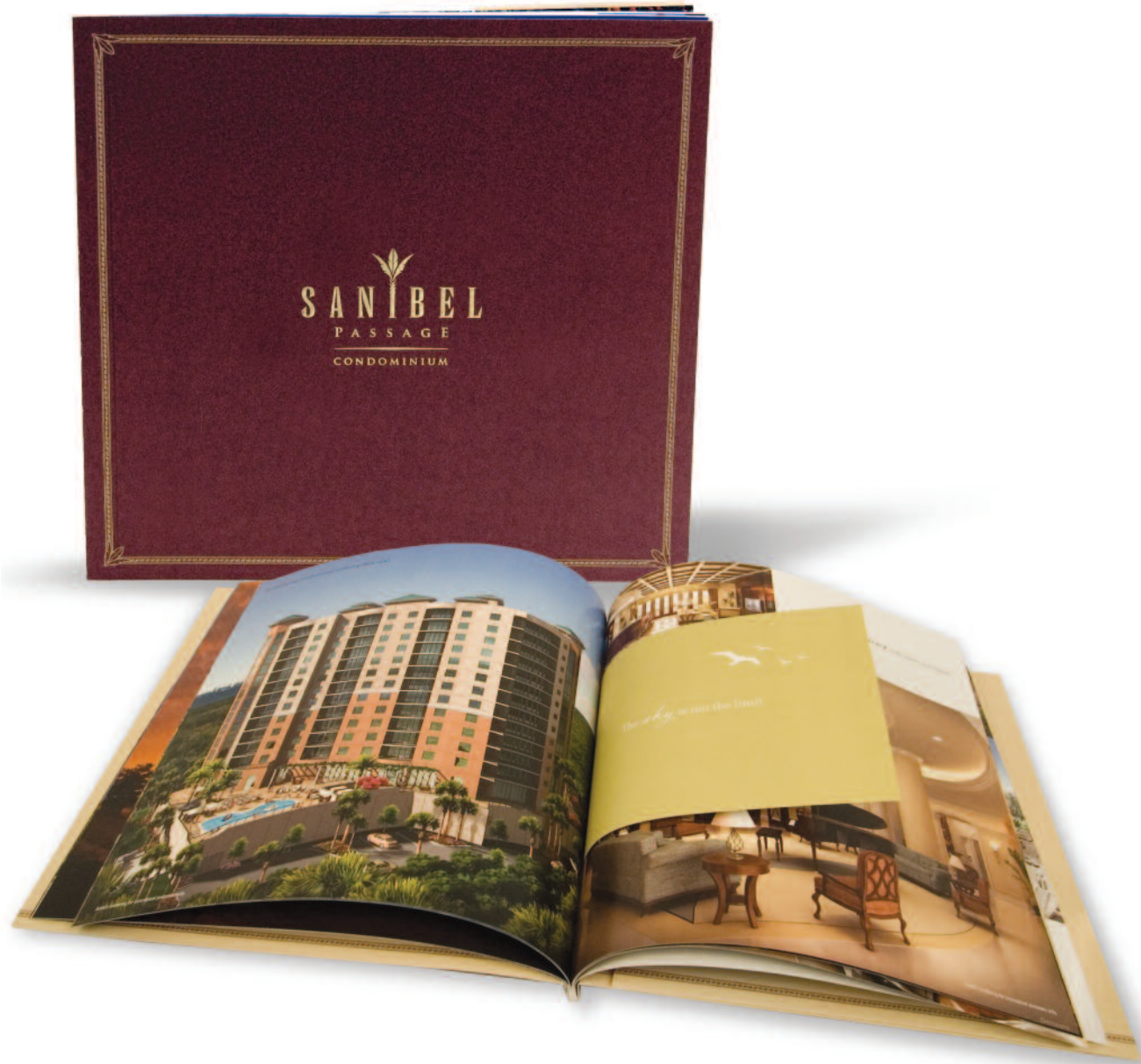














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STOP #2 tahiti

Class / Classe
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Teahupo'o
is known for its heavy glass-bottom, often reaching 2m (7ft) to 10ft and higher. It is rarely left breaking, but because reef also creates right breaks that surfers must be conscious of when paddling out. Teahupo'o is also renowned for the constant number of barrels it creates. It is a rewarding location and is widely regarded as being as "fun" as all of any other spots in the world. However, only experienced surfers in good physical condition should attempt Teahupo'o. Heavy waves combined with a shallow lagoon can result in serious injuries or death.

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Bells Beach
is composed of several breaks. The Best! Golden Bells, Mutton, Cannonball, Double and Whimpy among them. Bells Beach is the main break that produces a long, fast, mean and intense 'pipe' barrel. The barrel is the most feared section of the wave, and just west of The Best! Whimpy runs over a reef producing a quick, hollow wave that often produces conditions in Bells Beach. The Big Gun, The Bells Beach is the largest surfing event in the world. The event has been run around Easter time and later since 1972.

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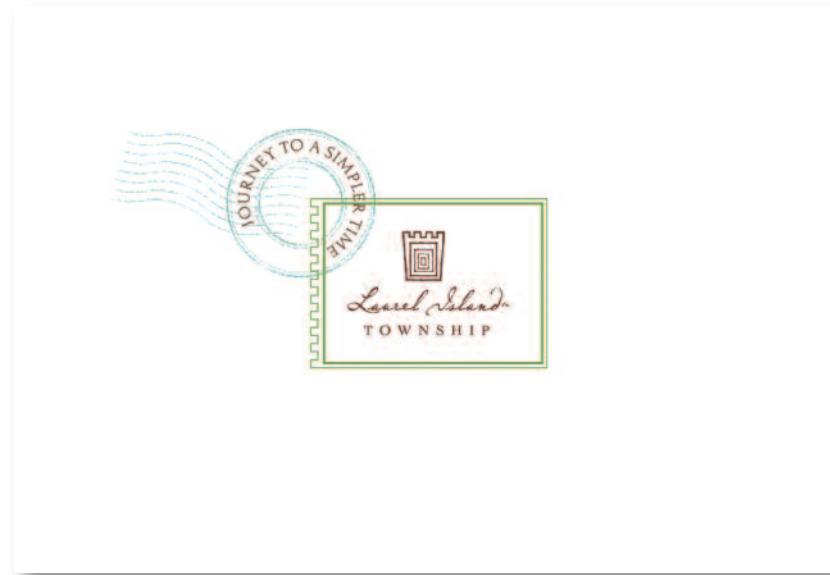
Jeffreys Bay
consists of four main breaks: Superkush, Maguashies, Impassable and Impassable. Superkush hosts the year event and is considered one of the world's most epic right hand point breaks. Facing along a low rock reef, the wave creates two sections after sections of surfers should a spot called through. Superkush is the most famous of the four, which can produce terrifying massive great white sharks prone to attacking the surfers. The sea and surrounding area have white sea that people say, "Dive you."

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Class / Classe
ECONOMY CLASS / CLASSE ECONOMIQUE

Pipeline
is the number one of the surfing world. Surfers from hundreds of countries travel here to prove their worth on the waves of Pipeline. The reputation of surfers on the line-up, the lack of wave breaks for some visible moments. Expect everything like your shoulder, your head and waist. For decades, Pipeline has been considered the most dangerous wave on the planet and across the sign of blowing down. However, a few risk takers great surfers, and it's not uncommon to hear the phrase "This wave is my life." The event moved to the beach and on the beach.



Travel in time.

1767	1890	1925	1934	1996
Ovis magna rhoncus neque, id pulvinar odio lorem non turpis.	Mihi enimmodo, ipsum aut pharetra gravida, orci magna.	Sed sollicitudin velit eu magna.	Donecmodo, ipsum vel rhoncus gravida, neque, id pulvinar odio lorem non turpis.	Marcusan velipsum, ead et dignissim, urna lectus ultrices est, vel pretium id velit. Sed sollicitudin velit.

A towering, centuries-old maritime forest in Laurel Island overlooks a pristine seascape of golden marshes and open water as far as the eye can see. Herons, ibises and egrets come to nest every year in the calm surrounding estuaries, which is why a 25-foot conservation easement is planned around the entire perimeter of the island. Hundreds of acres of interior land will also be preserved as an untouched nature refuge and over 8,000 specimen trees have been surveyed and located to protect the island's spectacular tree canopy. In fact, every aspect of construction activity will be guided by an acknowledgement of a sacred obligation to preserve and protect this unique coastal ecosystem.



Brush up on your constellations. Unique Dark Sky Lighting is planned to preserve the night views of the starry skies and neighborhoods.



Waterfront Living - Residences on Laurel Island afford splendid views of water, marsh and sky.

The Laurel Island Eco-Design Innovations highlighted throughout are planned to contribute to an unparalleled quality of life—and to the sense of well-being that comes from living in concert with natural surroundings. Yet these green ideas are just part of an all-encompassing vision for Laurel island and its future. Serious thought has been given, literally from the ground up, as to how the designed environment will continue to relate to the natural environment. This extraordinary attention to preservation and sustainability represents a new landmark in environmentally sensitive planning. The desire to tread lightly, to engage nature and to live in harmony with its magnificent beauty, will set Laurel Island apart—today and for generations to come.



To preserve aquifers and promote sustainability, high quality reuse water will be used to irrigate private and public green spaces.



Nature Walk - An oyster shell promenade invites leisurely strolls and easy camaraderie.

Environments

Effective marketing environments are immersive experiences and naturally interactive. Scents, sights, sounds and tactile elements all work in harmony to stimulate the senses and establish emotional connections. Positive orientation, clear understanding and welcome hospitality can establish strong preference and loyalty for your brand. Our experience in creating over 100 sales environments, from complete interior design through installation, has made us an industry leader in this vital marketing component.



Lakewood Ranch



Palm Coast



Palm Coast



Bear Lake at Cashiers



Epping Forest



Palencia



The Plaza



The Plaza



Aetna



Amelia Park



Berkman Plaza



Big Horse Club



Corporate Interior Design



Corporate Interior Design

Awards.

NAHB National

- Best Overall Ad Campaign // 2009 (Silver)
- Best Website for an Associate // 2008 (Silver)
- Best Website for Suburban Community // 2009 (Silver)
- Best Website for a Builder // 2009 (Silver)
- Best Digital Marketing Tool // 2008 (Regional)
- Best Broker Promotion // 2005 (Gold, Silver & Regional)
- Best Special Promotion // 2008 (Silver & Regional)
- Best Special Promotion for an Associate // 2005 (Silver & Regional)
- Best Brochure for Community // 2007 (Silver & Regional)
- Best Black and White Ad // 2007 (Silver & Regional)
- Best Direct Mail Campaign // 1998 (Gold, Silver & Regional)
- Best Sales Center // 2005 (Silver & Regional), 1994 (Silver & Regional)
- Best Logo // 1994 (Silver & Regional)
- SMC of the Year Over 500 Members // 2008 (Gold & Silver), 2006 (Gold & Silver)

FHBA Excel Awards

- Best Logo // 2005 (Bronze)
- Best Brochure // 2006 (Gold & Bronze), 2005 (Gold & Silver)
- Best Website for a Developer // 2006 (Gold)
- Best Color Ad Full Page or Greater // 2006 (Gold), 2005 (Silver), 2004
- Best Color Ad Under Full Page // 2006 (Silver), 2004
- Best Black & White Ad Over 1/2 page // 2005 (Gold & Silver), 2004, 2001, 2000
- Best Black & White Ad Under 1/2 page // 2006 (Gold), 2004, 2003, 2001
- Best Print Media Campaign // 2004
- Best Overall Marketing Campaign // 2006 (Gold)
- Best Special Promotion // 2006 (Gold), 2005 (Gold & Silver) 2004, 2001
- Best Sales / Information Center - Above 600 s.f. // 2005 (Bronze), 2001
- Best Sales / Information Center - Under 600 s.f. // 2006 (Silver), 2004, 2002, 2000
- Best Signage Program // 2001

NEFBA Laurel Awards

- Best Logo // 2008 (Builder & Community) 2007 - 2004 ('06 Builder & Associate), 2001, 2000, 1996
- Best Brochure // 2007, 2006, 2001, 2000
- Best Special Promotion // 2003, 1999, 1997
- Best Radio Spot // 2001
- Best Direct-Mail Piece // 2007
- Best TV Commercial or Video // 2008, 1999
- Best Color Ad Over 1/2 pg. // 2008, 2006, 2005, 2003, 2000, 1999
- Best Color Ad Under 1/2 pg. // 2008, 2006, 2004 - 2000
- Best Black & White Ad Over 1/2 page // 2003, 2000, 1999, 1996, 1995
- Best Black & White Ad Under 1/2 page // 2007, 2002, 2000, 1999
- Best Overall Advertising Campaign // 2008, 2004 - 2002, 1997
- Best Affiliate Marketing Program // 1995
- Grand Laurel Best Marketing Program // 2003, 2000, 1997, 1996
- Best Sales / Information Center - Above 600 s.f. // 2007, 2004, 2001, 2000
- Best Sales / Information Center - Under 600 s.f. // 2003, 2001 - 1999, 1997, 1996, 1995
- Best Billboard // 2008, 2007, 2004, 2003
- Best Website Associate // 2008
- Best Website Community Development // 2008
- Best Website Large Volume Builder // 2008, 2000
- Best Website Small Volume Builder // 1999
- Best Signage Program // 1995

Professional Builder Magazine's National Target Awards

- Best Color Magazine Ad for Builder // 1995
- Best B/W Newspaper Ad for a Builder // 1995

GD USA American Design Awards

- Special Promotion / "Killer Creative Event" // 2007
- Renaissance Creative Event Invitation // 2007
- Renaissance Creative Stationery Package // 2007

Jacksonville Business Journal

- Top 50 Fastest-Growing Companies // 2007 - 2004, 2002
- Best Places to Work, Mid-Sized Company // 2008



American Institute of Graphic Arts



Public Relations Society of America



FIRST COAST
Apartment Association



florida renewable
energy association



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