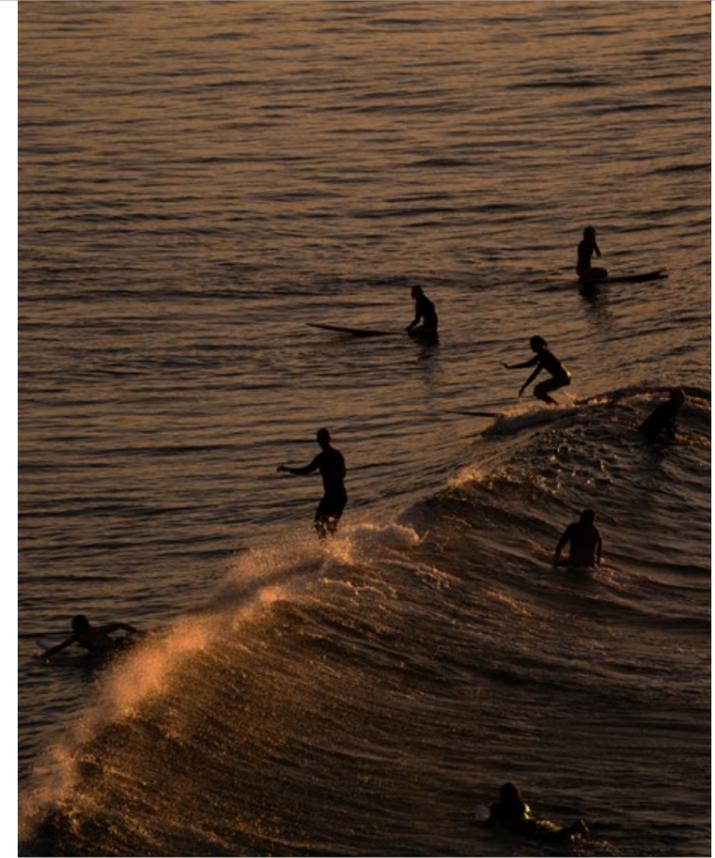


A B C D H A U S



THE ART OF STORYTELLING



A COLLECTION OF WORKS



WHO WE ARE

WE SPECIALISE IN EMPOWERING DEVELOPERS AND PROJECT MARKETERS TO STAND OUT, CONNECT WITH THEIR CUSTOMERS, AND STAY AHEAD IN THEIR INDUSTRY.

WE'RE A DOWN-TO-EARTH TEAM THAT VALUES AUTHENTICITY, INTEGRITY, AND BEING GENUINELY GOOD PEOPLE. OUR MISSION IS TO CULTIVATE TRUST-BASED PARTNERSHIPS WITH OUR CLIENTS.

WE PROVIDE A CREATIVE EXPERIENCE THAT'S MORE INTUITIVE, PERSONAL, AND DEEPLY ENGAGED THAN WHAT YOU'D FIND AT A LARGE-SCALE CREATIVE AGENCY. OUR STRENGTH LIES IN COMPREHENSIVELY UNDERSTANDING OUR CLIENTS' NEEDS AND FULLY IMMERSING OURSELVES IN THEIR PROJECTS AND BECOMING A PART OF YOUR TEAM.

PARTNERING WITH A DIVERSE RANGE OF CREATIVES AND MARKETING SPECIALISTS, WE OVERSEE THE ENTIRE PROCESS FROM INCEPTION TO COMPLETION, ENSURING THE PROJECT CREATIVE IS DELIVERED WITH PRECISION AT EVERY TOUCHPOINT.



OUR SERVICES

BRANDING

PROPERTY NAMING
LOGO DESIGN
IDENTITY SYSTEMS
ART DIRECTION
ILLUSTRATION

PRINT DESIGN

PROPERTY BROCHURES
BOOKS
PACKAGING
STATIONERY
EDITORIAL / MAGAZINES
COLLATERAL SYSTEMS
MARKETING FLOORPLANS

ENVIRONMENTAL

SIGNAGE + WAYFINDING
PROPERTY DISPLAY SUITES
WALLPAPER + MURALS
APPAREL + MERCHANDISE

DIGITAL

WEB DESIGN
SOCIAL MEDIA CREATIVE
DIGITAL ADVERTISING

CONSULTING

WE CONSULT WITH A GROUP
OF RESPECTED CONTRACTORS,
DRAWING IN SPECIALIZED TEAMS
TO ENSURE EVERY TOUCHPOINT
OF YOUR PROJECT IS ON BRAND.

WE CONSULT WITH

- ARCHITECTS
- ARCHITECTURAL CGI CREATORS
- INTERIOR DESIGNERS
- PHOTOGRAPHERS
- VIDEOGRAPHERS
- ARTISTS
- GLOBAL PRINTERS
- SALES & MARKETING TEAMS
- REAL ESTATE AGENTS
- SOCIAL MEDIA MANAGERS
- DIGITAL MARKETERS

WE ALSO, LOOK FOR NEW AND
PASSIONATE CREATIVE TALENT
TO BRING TOGETHER FRESH IDEAS
ON A PROJECT BASIS.

Bella Vie



by **ARENA**

Two and three bedroom residences with access to the Soleil Club, a private wellness and lifestyle retreat for residents.

SCOPE

- BRANDING
- CREATIVE DIRECTION
- COPYWRITING
- PHOTOGRAPHY
- WEBSITE DESIGN
- MAIN BROCHURE
- MARKETING FLOORPLANS
- DIGITAL ADVERTISING
- PRINT ADVERTISING
- SIGNBOARD DESIGN
- FINISHES BOX DESIGN
- SOCIAL MEDIA DESIGN & MANAGEMENT
- SALES FLIPBOOK
- SCHEDULE OF FINISHES DESIGN
- EDM DESIGN
- A-FRAME DESIGN

BRAND / PROJECT STORY

AN ODE TO A BEAUTIFUL LIFE.

FOR BELLA VIE, WE CRAFTED A BRAND ANCHORED IN THE EASE AND WARMTH OF A EUROPEAN SUMMER, SIMPLE RITUALS, LONG AFTERNOONS, AND A LIFESTYLE SHAPED BY WELLNESS AND LIGHT. THIS DIRECTION WAS CHOSEN DELIBERATELY FOR THE 40-50+ DEMOGRAPHIC, WHO CONNECT DEEPLY WITH THE IDEA OF LIVING WELL THROUGH EXPERIENCE RATHER THAN EXCESS.

THE NAME ITSELF REFLECTS THIS FOUNDATION.

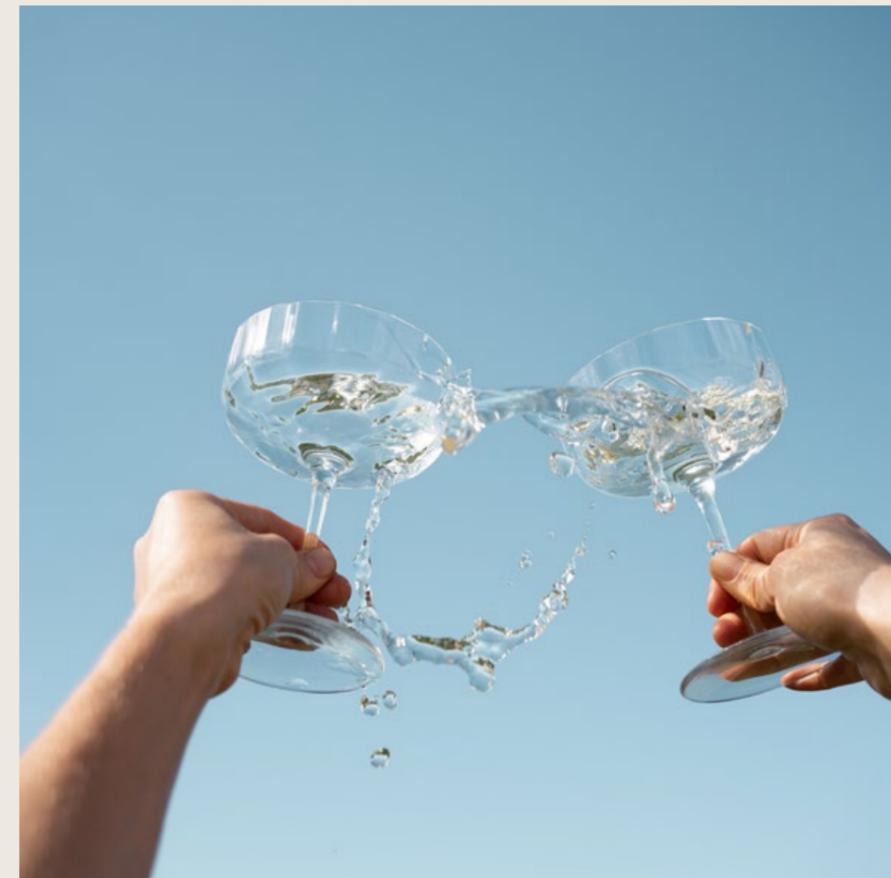
BELLA VIE BLENDS THE ITALIAN BELLA (BEAUTIFUL) AND THE FRENCH VIE (LIFE), AN ODE TO A BEAUTIFUL LIFE. A TIMELESS, ASPIRATIONAL EXPRESSION OF REFINED SIMPLICITY AND EUROPEAN ELEGANCE. THIS SET THE TONE FOR THE FULL CREATIVE DIRECTION.

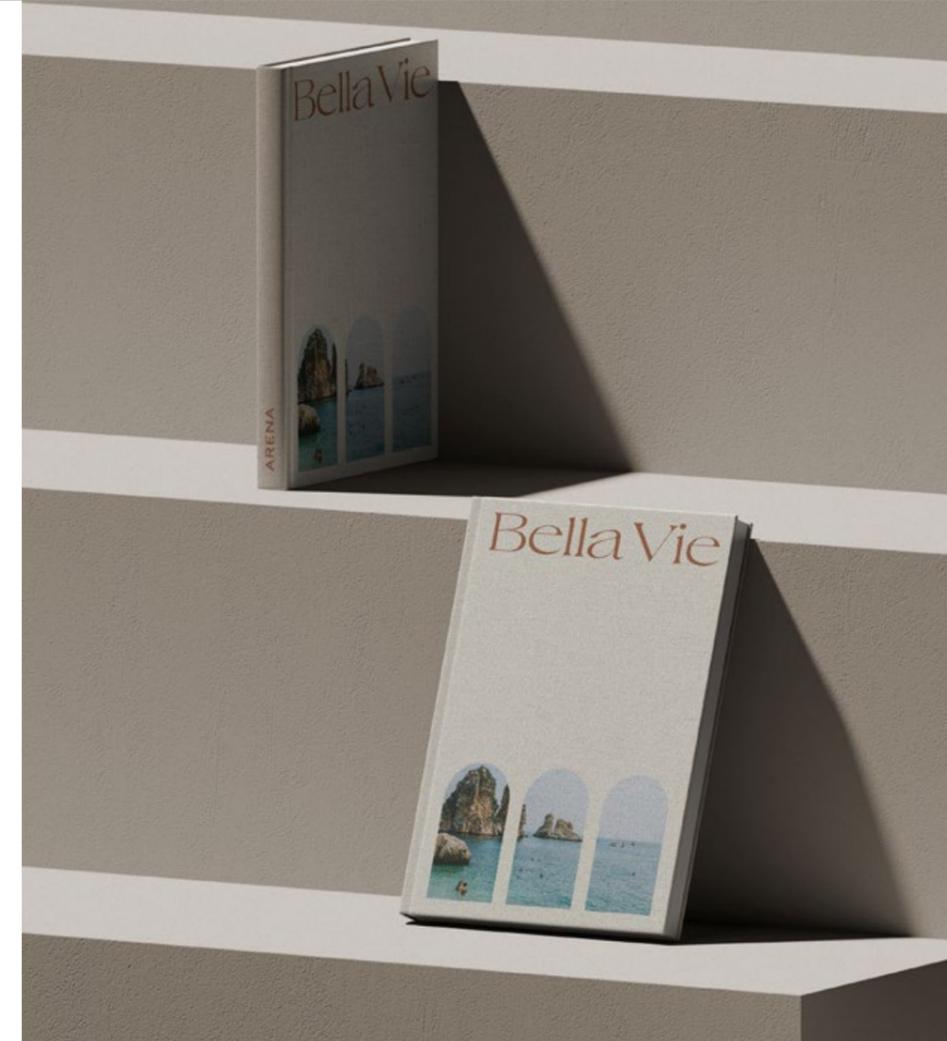
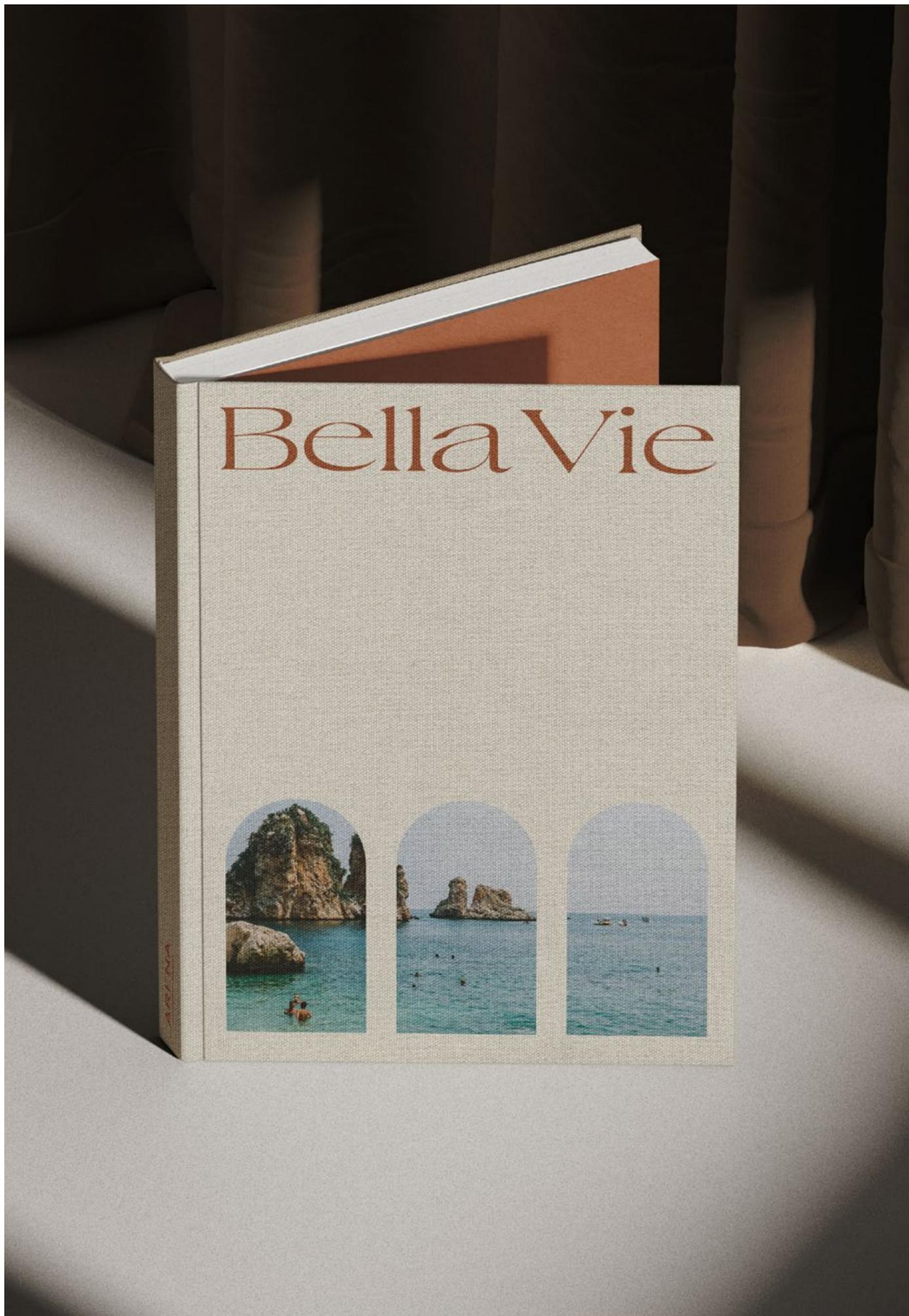
THE EUROPEAN INFLUENCE GUIDED EVERY DESIGN DECISION:

SUN-WARMED PALETTES, EDITORIAL PHOTOGRAPHY, MINIMAL LAYOUTS, AND GENEROUS SPACING THAT FELT EFFORTLESS AND UNHURRIED. THE VISUAL LANGUAGE CARRIED THE SAME SOFTNESS AND SOPHISTICATION YOU'D EXPECT FROM A MEDITERRANEAN COASTAL RETREAT, TRANSLATED FOR MAIN BEACH.

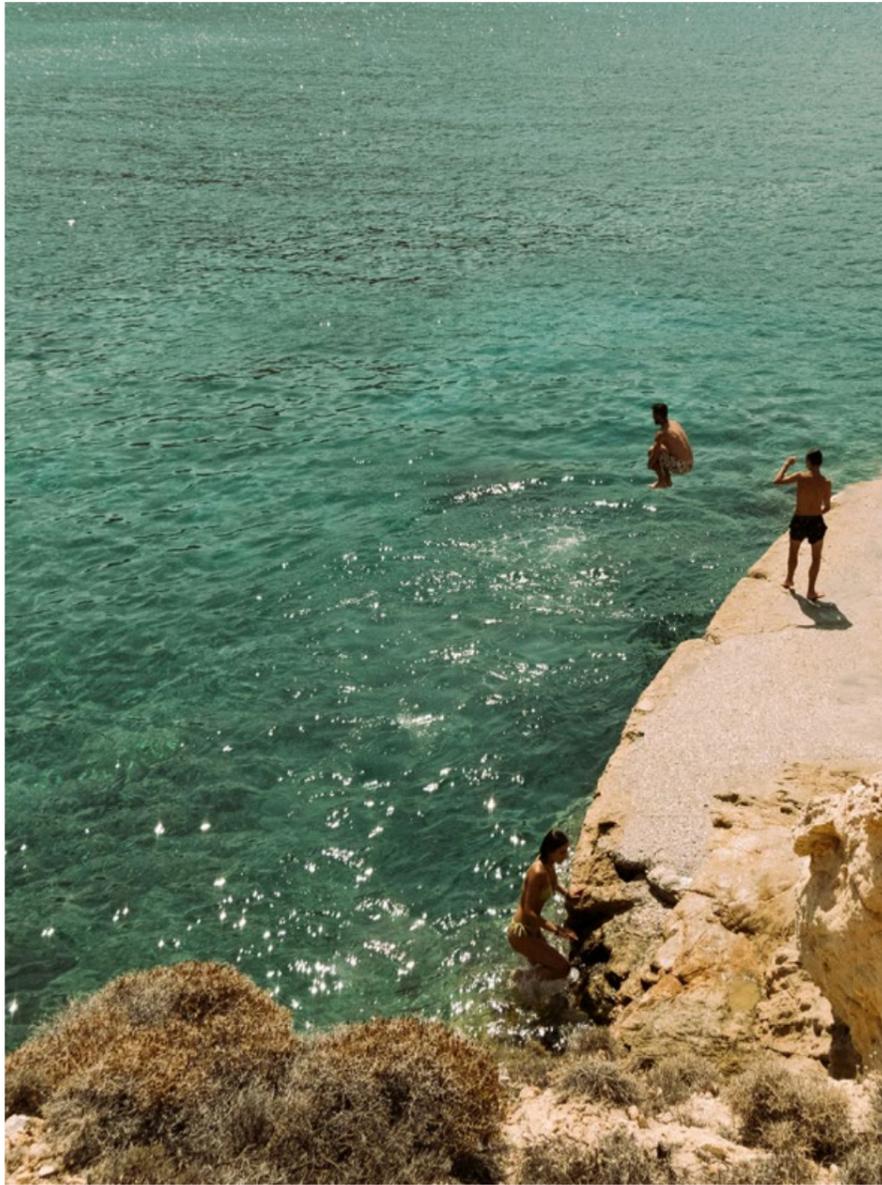
THIS STORY CONTINUED THROUGH THE BRANDING OF THE SOLEIL CLUB, THE PRIVATE LEVEL 18 RESIDENTS' RETREAT. DRAWING FROM THE FRENCH WORD FOR 'SUN,' IT FRAMED THE AMENITY AS A CURATED LIFESTYLE EXPERIENCE—SUNRISE MOVEMENT, SUNSET GATHERINGS, AND SPACES DESIGNED FOR CONNECTION AND CALM. POSITIONING IT AS A CLUB ELEVATED BOTH THE EXCLUSIVITY AND THE EMOTIONAL APPEAL FOR PREMIUM BUYERS.

THE RESULT IS A COHESIVE BRAND WORLD THAT CAPTURES THE ESSENCE OF LA BELLA VIE, LIVING BEAUTIFULLY, WITH WARMTH, SIMPLICITY, AND A TOUCH OF EUROPEAN ELEGANCE WOVEN INTO EVERY DETAIL.











171 JEFFERSON LANE, PALM BEACH

Palm Shores



by **5POINT**

A PREMIER BEACHFRONT HAVEN BOASTING
HALF-FLOOR RESIDENCES, BEACH-HOUSES
AND TWO LEVEL PENTHOUSES ALL WITH
UNCOMPROMISING COASTAL VIEWS.

SCOPE



- BRANDING
- CREATIVE DIRECTION
- PHOTOGRAPHY / LIFESTYLE FILM
- COPYWRITING
- LANDING PAGE + WEBSITE DESIGN
- MINI BROCHURE
- MAIN BROCHURE
- MARKETING FLOORPLANS
- DIGITAL ADVERTISING
- PRINT ADVERTISING
- DISPLAY SUITE
- FINISHES BOX DESIGN
- SOCIAL MEDIA DESIGN
- SCHEDULE OF FINISHES DESIGN
- BEACH BAGS
- REUSABLE DRINK BOTTLES

BRAND / PROJECT STORY

A MEMOIR OF AN ENDLESS SUMMER.

A STORY SHAPED BY THE SEASONS THAT LIVED LONG BEFORE THE SCREENS, WHEN DAYS STRETCHED WIDE AND SALT BLURRED THE EDGES OF TIME. WE DRAW FROM THE MEMORY BANK OF THOSE WHO GREW UP BY THE SEA, SUN-KISSED AFTERNOONS, HANDWRITTEN POSTCARDS, FAMILIAR VOICES CARRIED ON THE BREEZE.

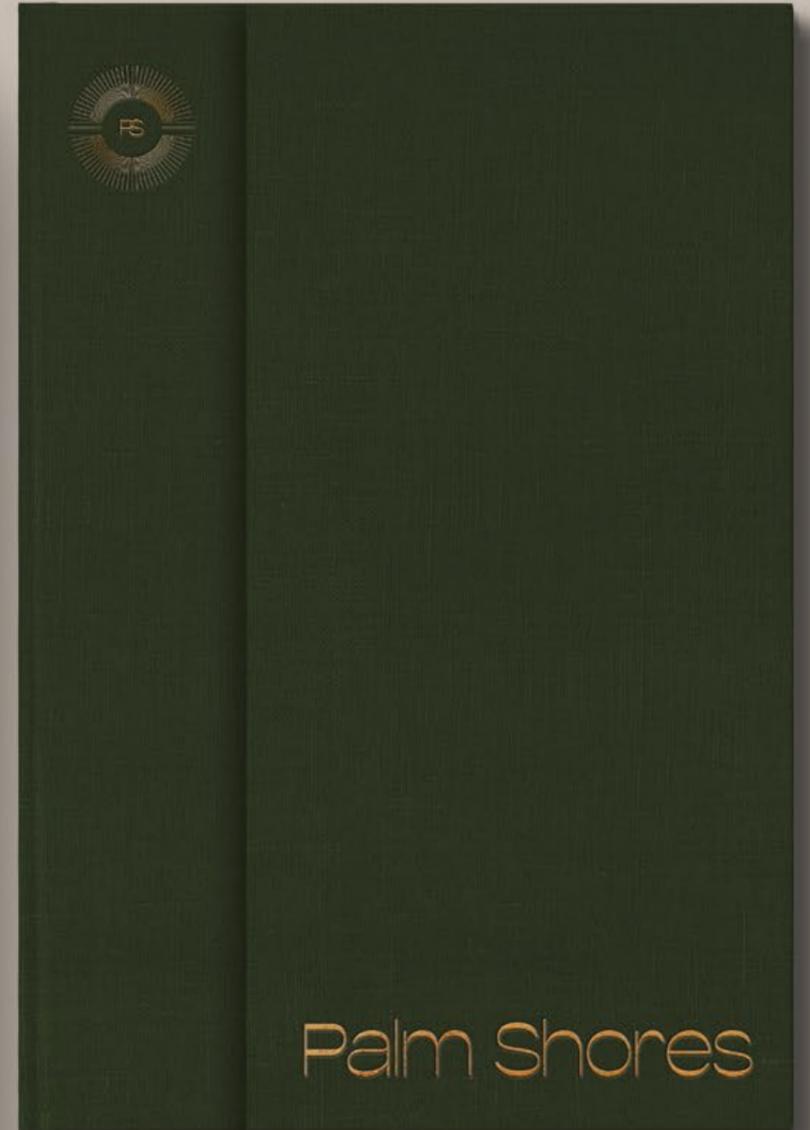
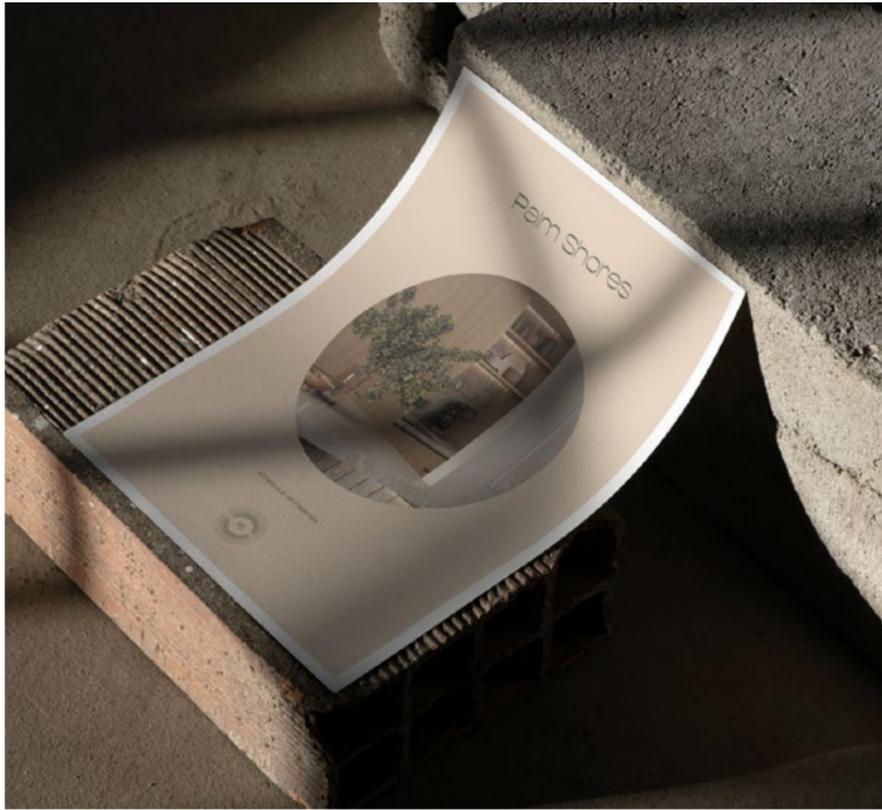
THESE AREN'T JUST MEMORIES. THEY'RE ANCHORS. MOMENTS WHEN CONNECTION CAME EASILY, NATURE, NEIGHBOURS, LONG LUNCHESES, BARE FEET ON WARM PAVEMENT. WHEN SIMPLICITY WASN'T A TREND; IT WAS THE RHYTHM OF EVERYDAY LIFE.

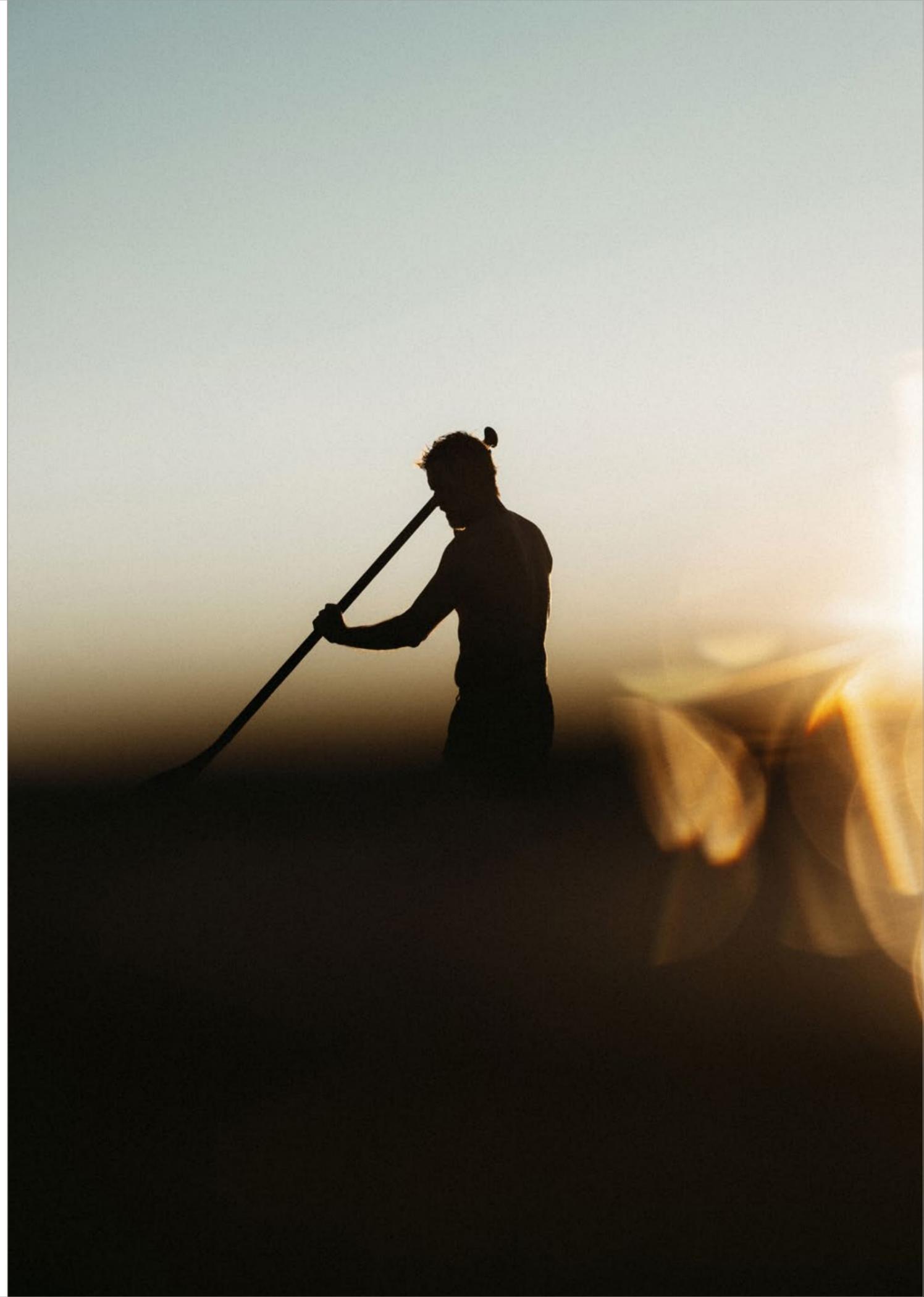
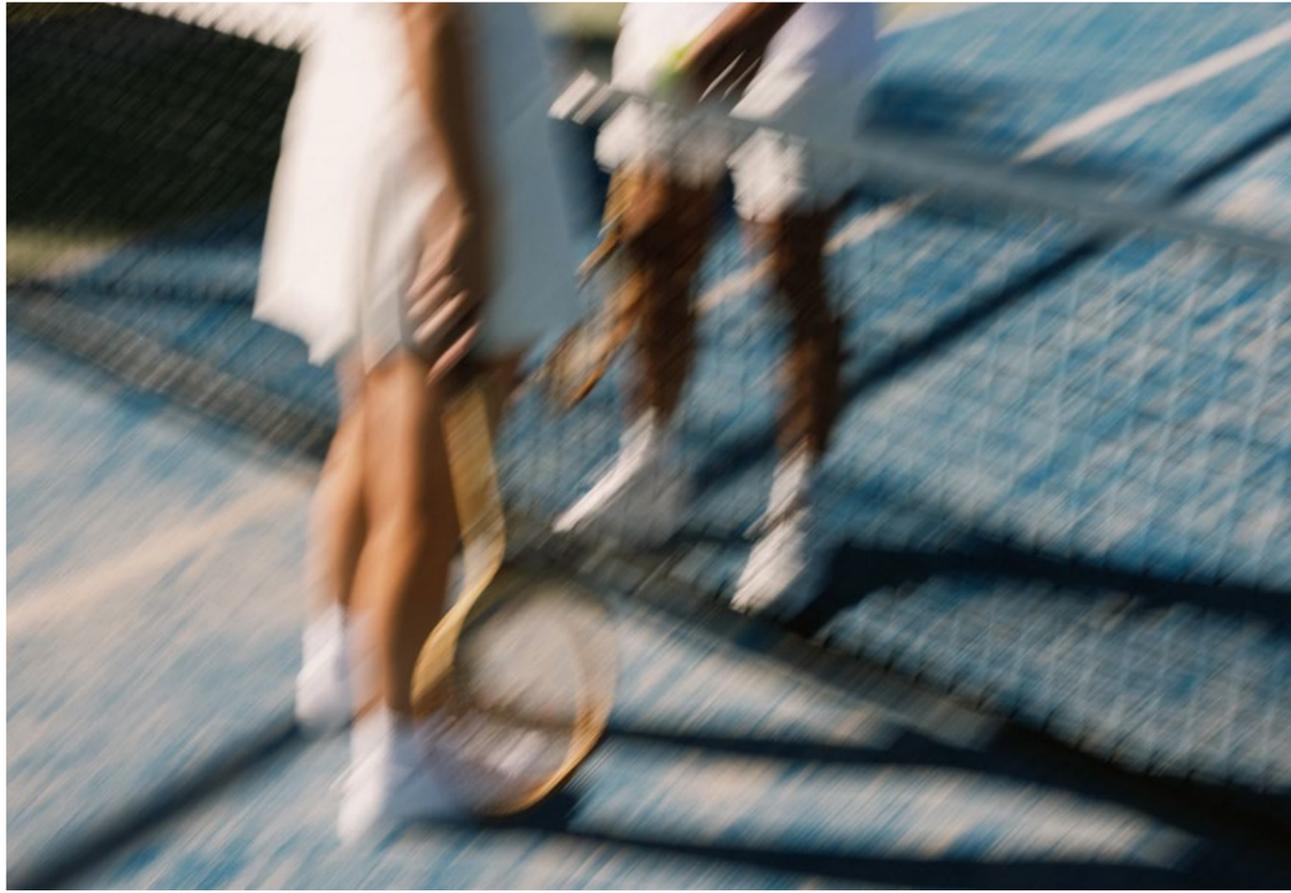
OUR VISUAL WORLD LEANS INTO THAT TRUTH. PHOTOGRAPHY AND FILM THAT FEEL LIVED-IN, HONEST, AND TIMELESS. SCENES LACED WITH LOCAL CHARACTER, COMMUNITY RITUALS, AND SMALL DETAILS THAT SPARK RECOGNITION. THE KIND OF NOSTALGIA THAT DOESN'T CLING TO THE PAST, BUT INVITES IT FORWARD, WARM, GOLDEN, AND REAL.

A REMINDER OF WHAT MADE LIFE FEEL FULL THEN... AND WHAT STILL DOES NOW.









303 GOLDEN FOUR DRIVE, BILINGA

PIPIS



by **SIERA**

An exclusive collection of half-floor beachfront residences with uninterrupted coastal views.

SCOPE

- BRANDING
- CREATIVE DIRECTION
- COPYWRITING
- VIDEOGRAPHY
- PHOTOGRAPHY
- WEBSITE DESIGN
- MINI BROCHURE
- MAIN BROCHURE
- PENTHOUSE BROCHURE
- MARKETING FLOORPLANS
- DIGITAL ADVERTISING
- PRINT ADVERTISING
- DISPLAY SUITE
- HOARDING DESIGN
- FINISHES BOX DESIGN
- BILLBOARD DESIGN
- SOCIAL MEDIA DESIGN
- SALES FLIPBOOK
- SCHEDULE OF FINISHES DESIGN
- PROMOTIONAL ITEMS
 - WATER BOTTLES
 - BEACH TOTE BAGS
 - SUNSCREEN KEYTAGS

BRAND / PROJECT STORY

WHERE THE SHORE HOLDS THE STORIES.

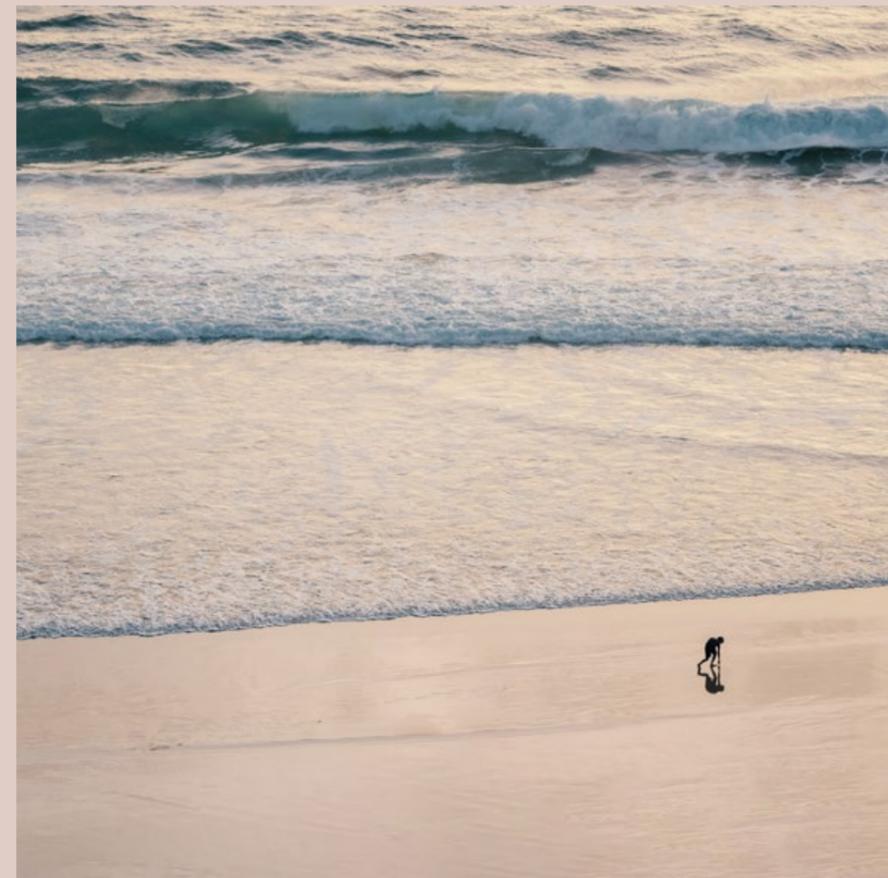
SOME PLACES DON'T NEED TO SPEAK LOUDLY; THE COASTLINE TELLS THE STORY FOR THEM. PIPIS WAS SHAPED FROM THAT SAME SPIRIT, BORN FROM THE SIMPLE RITUALS THAT HAVE ANCHORED FAMILIES TO THIS STRETCH OF SAND FOR GENERATIONS.

FOR MANY, THESE SHORES HOLD DECADES OF SUMMER MEMORIES: GRANDCHILDREN RACING AHEAD, SMALL HANDS SEARCHING FOR PIPIS, LONG AFTERNOONS SETTling INTO AN EASY RHYTHM. DAYS GUIDED BY TIDES, STITCHED TOGETHER BY SALT, LAUGHTER, AND THE KIND OF CONNECTION THAT NEVER DATES.

OUR VISUAL LANGUAGE HONOURS THAT TRUTH. THE HERO IMAGE, CAPTURED THROUGH THE EYES OF THE DEVELOPER'S OWN SON—SETS THE TONE. A CHILD BENDING TO THE SHORE, SEARCHING FOR PIPIS JUST AS GENERATIONS BEFORE HIM HAVE DONE. IT'S A SIMPLE ACT, BUT IT TELLS THE WHOLE STORY: TRADITION PASSED DOWN, HELD GENTLY, CARRIED FORWARD.

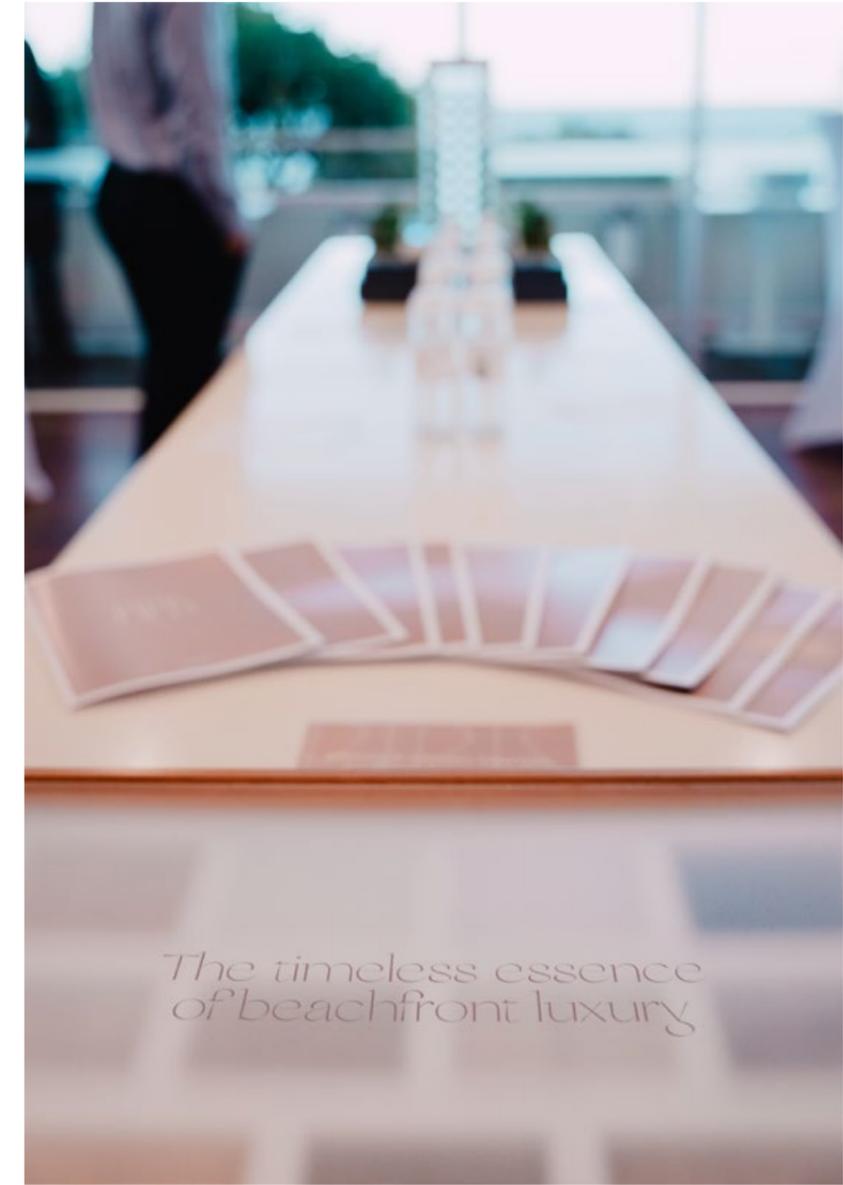
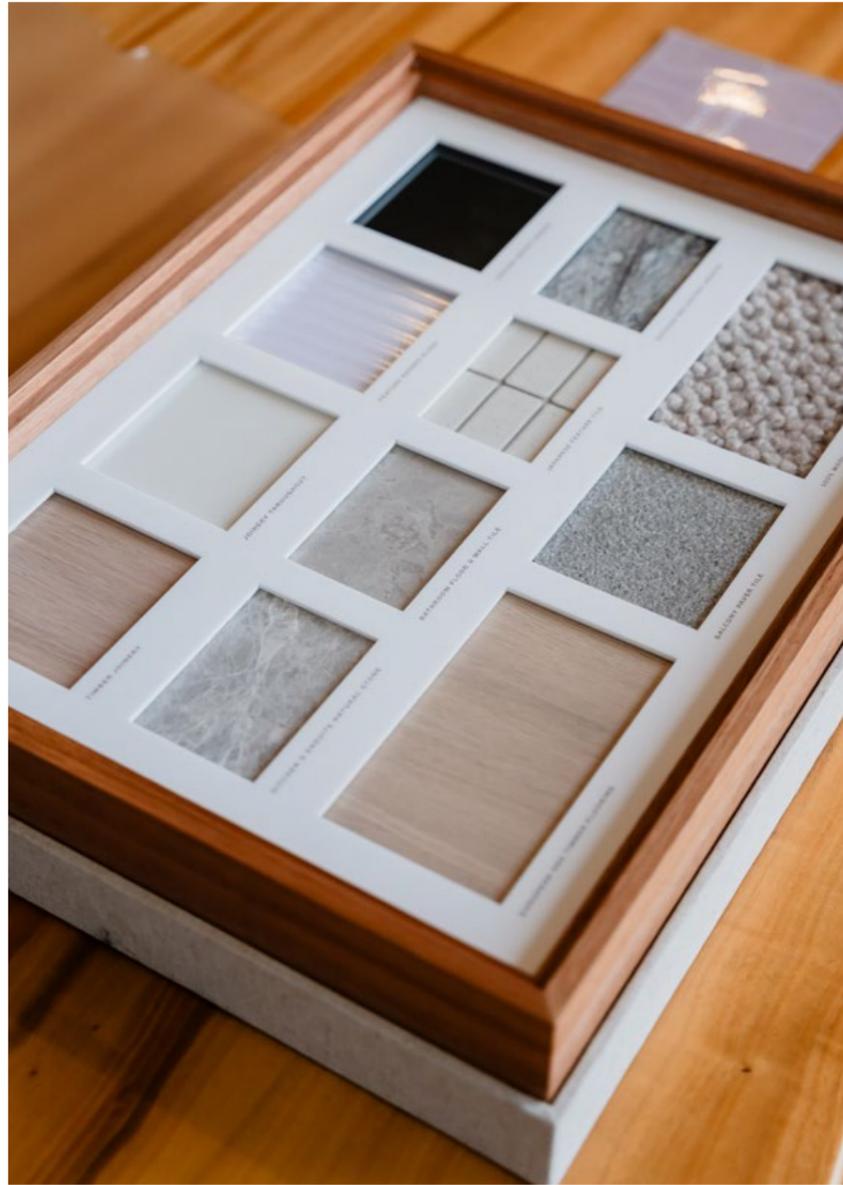
EVERY ELEMENT OF THE BRAND REFLECTS THIS PHILOSOPHY. MINIMAL DESIGN. QUIET SPACE. SOFT TONAL PALETTES THAT LET THE IMAGES SPEAK. THE MARKETING MATERIALS WERE CRAFTED TO FEEL LIKE PAGES FROM A FAMILY ALBUM, REFINED, HONEST, AND ROOTED IN PLACE.

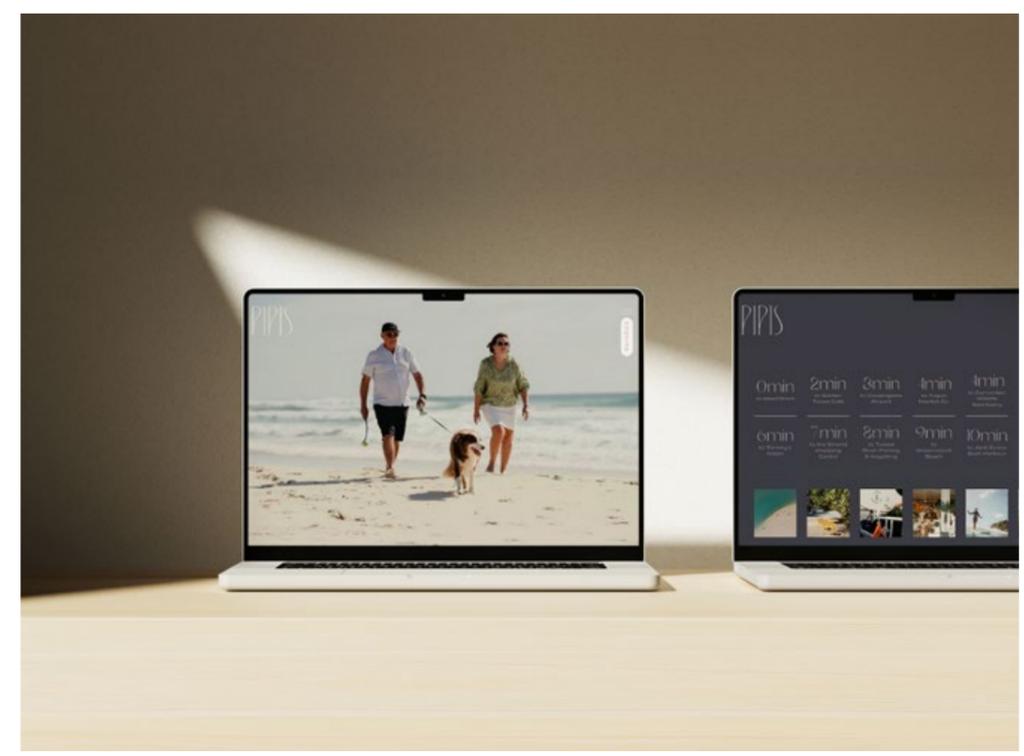
PIPIS ISN'T JUST A BEACHFRONT PROJECT. IT'S A CONTINUATION OF THE RITUALS THAT SHAPED THIS COASTLINE. A HOME FOR THOSE WHO KNOW THAT THE MOST MEANINGFUL LUXURY ISN'T FOUND IN EMBELLISHMENT, BUT IN THE RETURN TO WHAT HAS ALWAYS MATTERED: FAMILY, NATURE, AND THE LONG, UNHURRIED SUMMERS THAT LIVE ON THROUGH THEM.











11-23 CRONIN AVENUE, MAIN BEACH

Lagoon

MAIN BEACH



drew group.

A CONTEMPORARY STATEMENT
IN THE HEART OF MAIN BEACH

SCOPE

- BRANDING REVIEW / LAGOON
- BRANDING / SIGNATURE COLLECTION
- PHASE 2 CREATIVE DIRECTION
- COPYWRITING
- MAIN BROCHURE
- SIGNATURE COLLECTION BROCHURE
- MARKETING FLOORPLANS
- PHASE 2 PHOTOGRAPHY
- PHASE 2 VIDEOGRAPHY
- DIGITAL ADVERTISING
- PRINT ADVERTISING
- SALES FLIPBOOK
- SOCIAL MEDIA DESIGN
- SCHEDULE OF FINISHES DESIGN
- EMAIL DIRECT MARKETING
- EMAIL FOOTERS
- FACT SHEET DESIGN

BRAND / PROJECT STORY

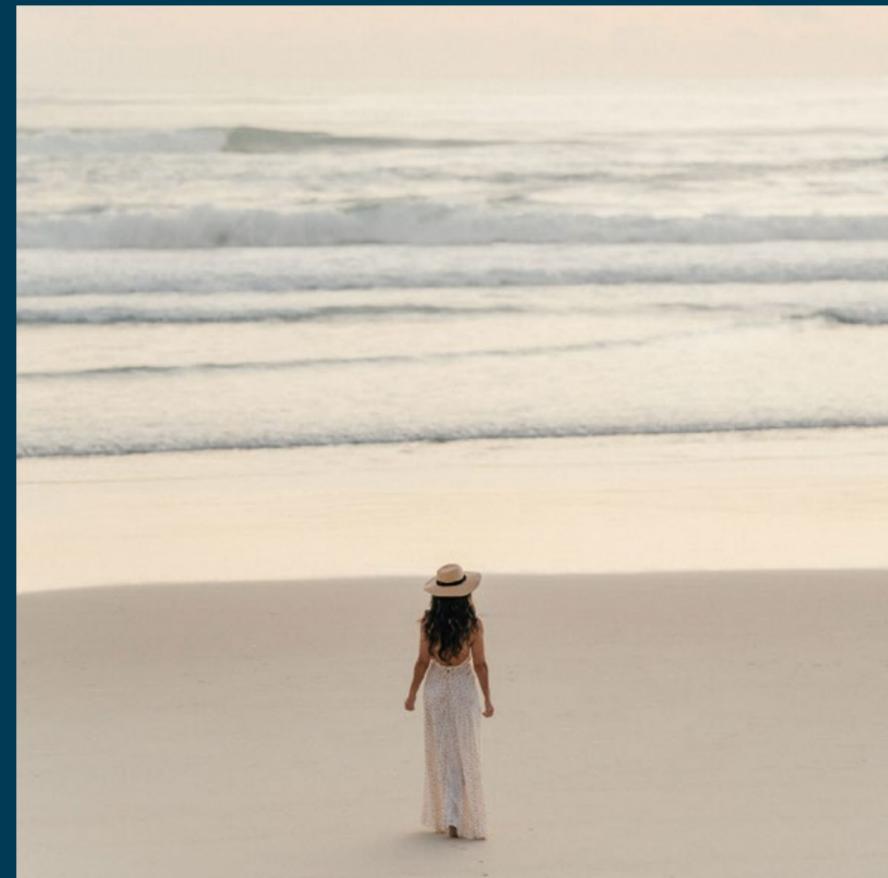
BETWEEN TEDDER AND THE SEA

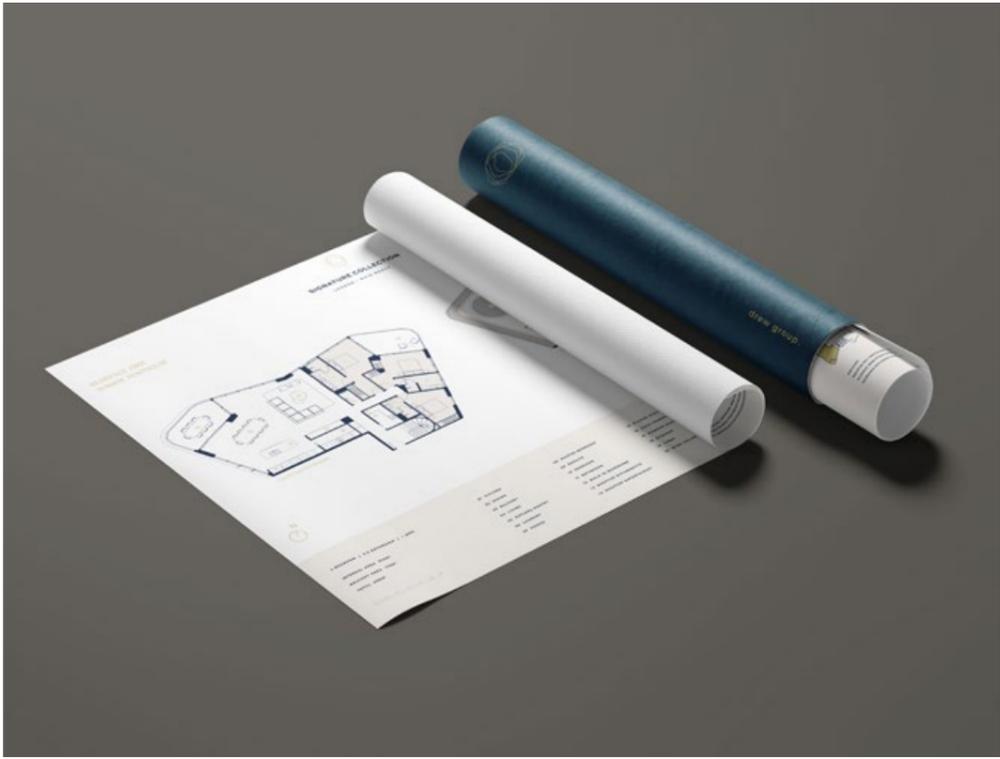
OUR ROLE WAS TO REBUILD THE STORY FROM THE INSIDE OUT. AFTER MORE THAN A YEAR ON THE MARKET, THE PROJECT NEEDED MORE THAN A REFRESH, IT NEEDED A NARRATIVE WITH DEPTH, CREDIBILITY, AND A SENSE OF PLACE.

WE CENTRED THE NEW DIRECTION AROUND THE DEVELOPER'S LONG-STANDING CONNECTION TO MAIN BEACH AND THE EXPERIENCE HE BRINGS TO THE COASTLINE. HIS HISTORY HERE GAVE THE PROJECT WEIGHT; THE WIDER PROJECT TEAM ADDED THE EXPERTISE THAT SHAPED LAGOON INTO SOMETHING GENUINELY CONSIDERED. OUR STORYTELLING MADE THAT VISIBLE—HIGHLIGHTING NOT JUST THE PRODUCT, BUT THE PEOPLE BEHIND IT.

FROM THERE, WE REIMAGINED EVERY TOUCHPOINT: A NEW MAIN BROCHURE, A DEDICATED PENTHOUSE COLLECTION BOOK, REFINED VISUALS, AND A FILM THAT CAPTURED THE TRUE FEELING OF LIFE IN MAIN BEACH. THE DESIGN DIRECTION ELEVATED THE ENTIRE BRAND, MINIMAL, CONFIDENT, AND CRAFTED WITH PREMIUM PRINT FINISHES THAT MATCHED THE CALIBRE OF THE RESIDENCES.

THE RESULT WAS A CLEARER, STRONGER STORY. ONE THAT HONOURED THE DEVELOPER, CELEBRATED THE TEAM, AND GAVE LAGOON THE PRESENCE IT DESERVED.









THROUGH STRATEGIC DESIGN AND STORYTELLING, WE CREATE
IMMERSIVE PROPERTY EXPERIENCES THAT GO BEYOND AESTHETICS,
CAPTIVATING BUYERS, EVOKING EMOTION, AND BUILDING LASTING
CONNECTIONS. IT'S ABOUT MORE THAN JUST VISUALS; IT'S ABOUT
CRAFTING A NARRATIVE THAT RESONATES, SHAPING DESIRE,
AND DRIVING SALES BY MAKING EACH DEVELOPMENT 'FEEL'
LIKE A PLACE TO BELONG.



IF YOU HAVE A POTENTIAL PROJECT OR COLLABORATION
THAT YOU'D LIKE TO DISCUSS, PLEASE GET IN TOUCH.

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