

A B C D H A U S

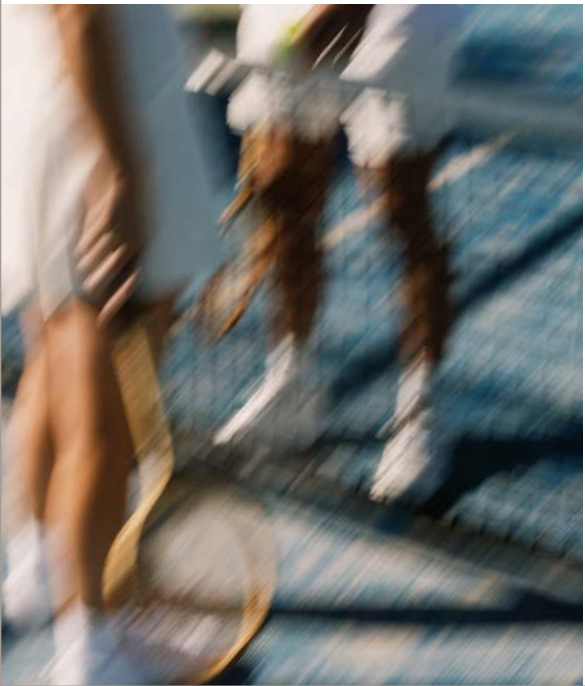


THE ART OF STORYTELLING





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.



# 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











# PIPI'S



by SIERA

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

## SCOPE

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- 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

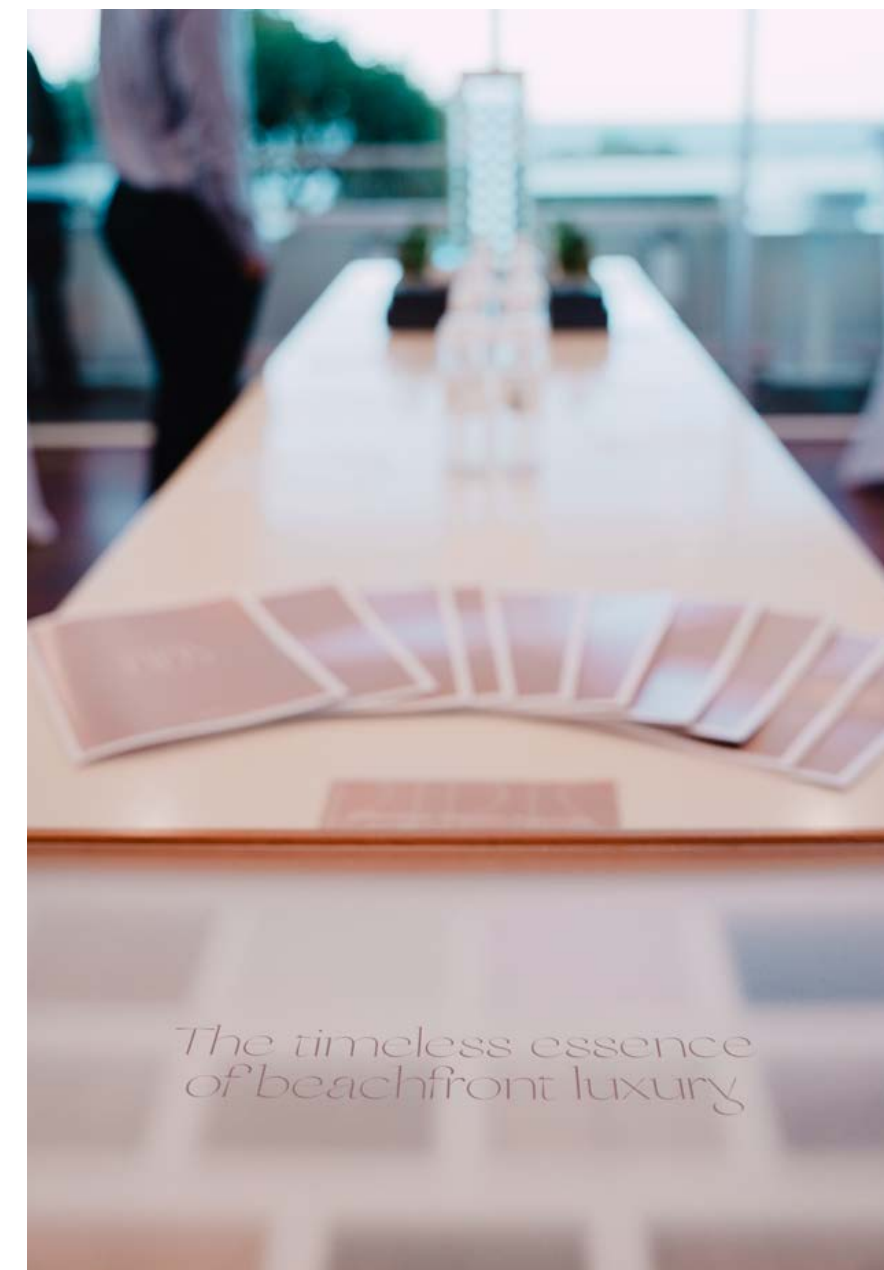




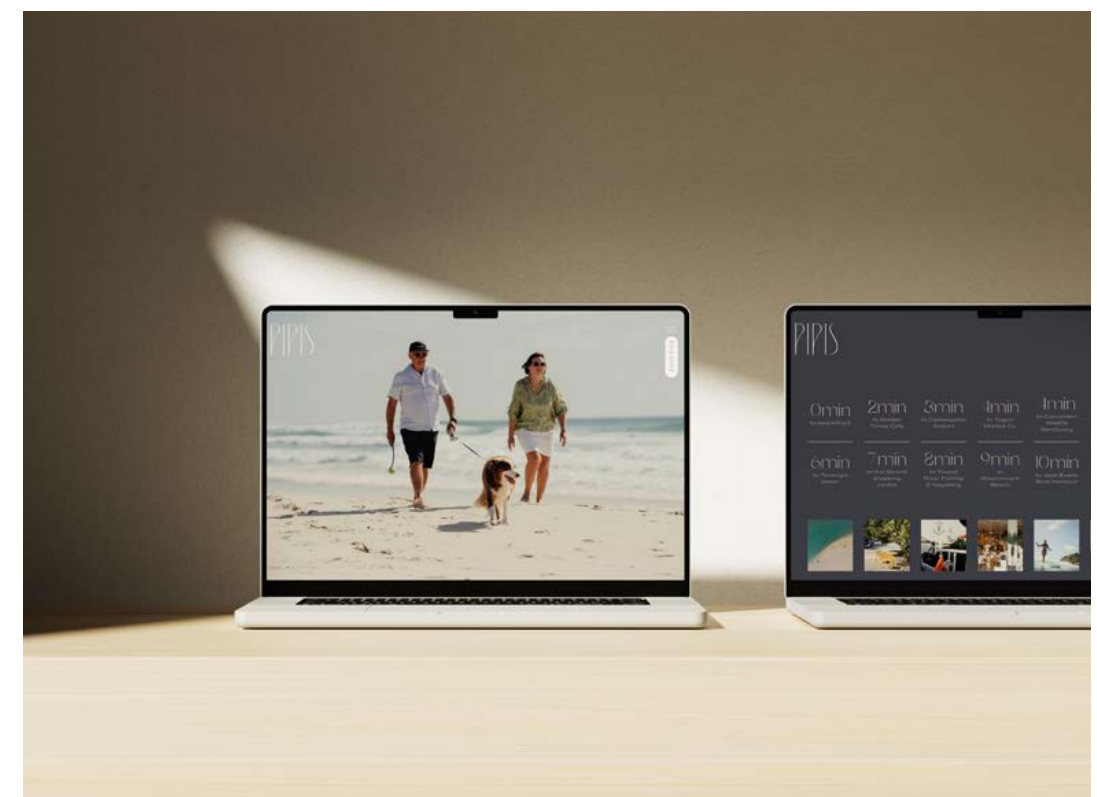
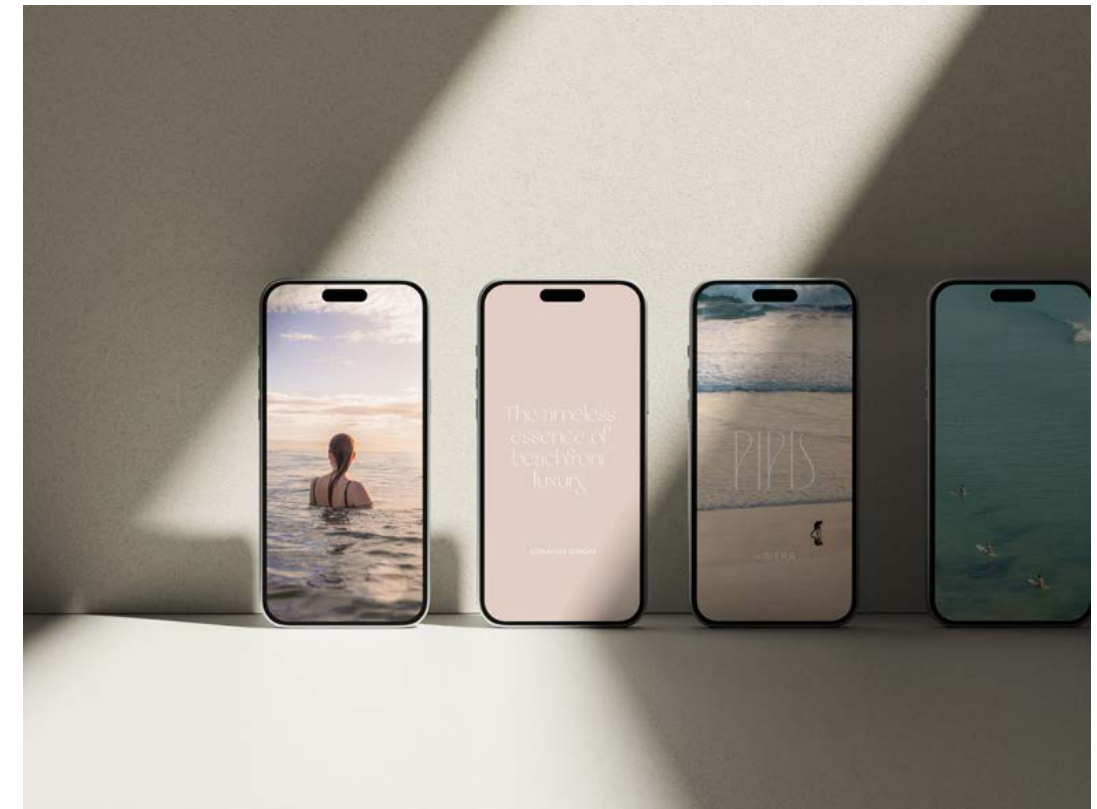














# PEERLESS

MERMAID BEACH



A PROJECT BY

ABEDIAN & Co.

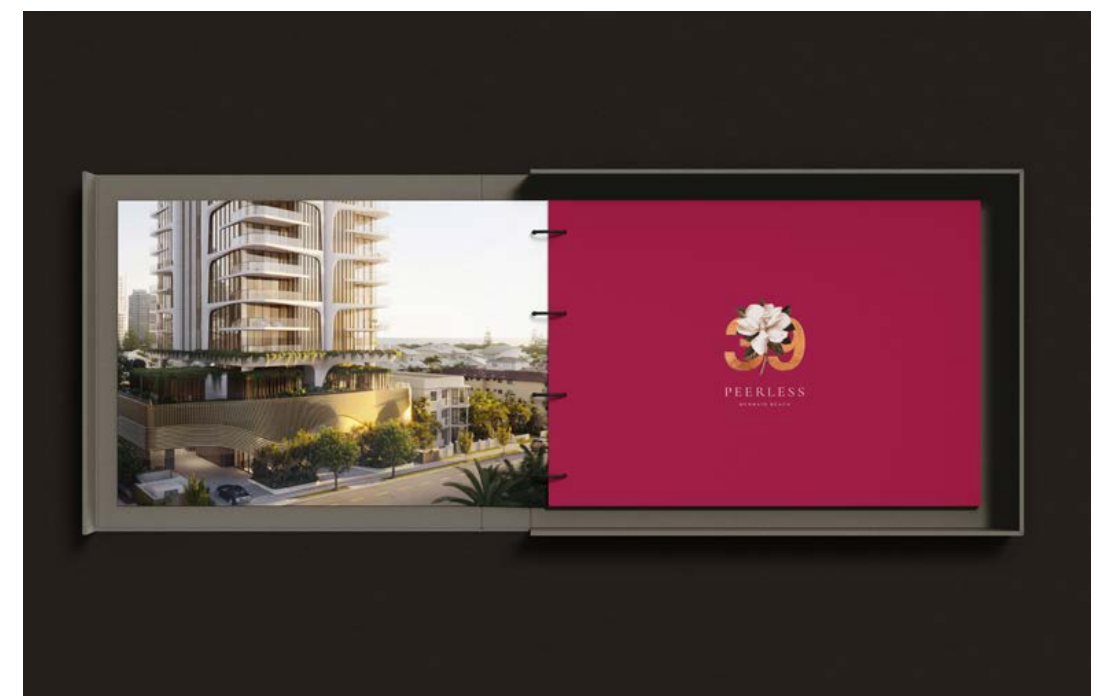
*Peerless presents a collection of 95 meticulously crafted residences in Mermaid Beach, immersed in a beachside culture that reinvigorates the soul.*

## SCOPE

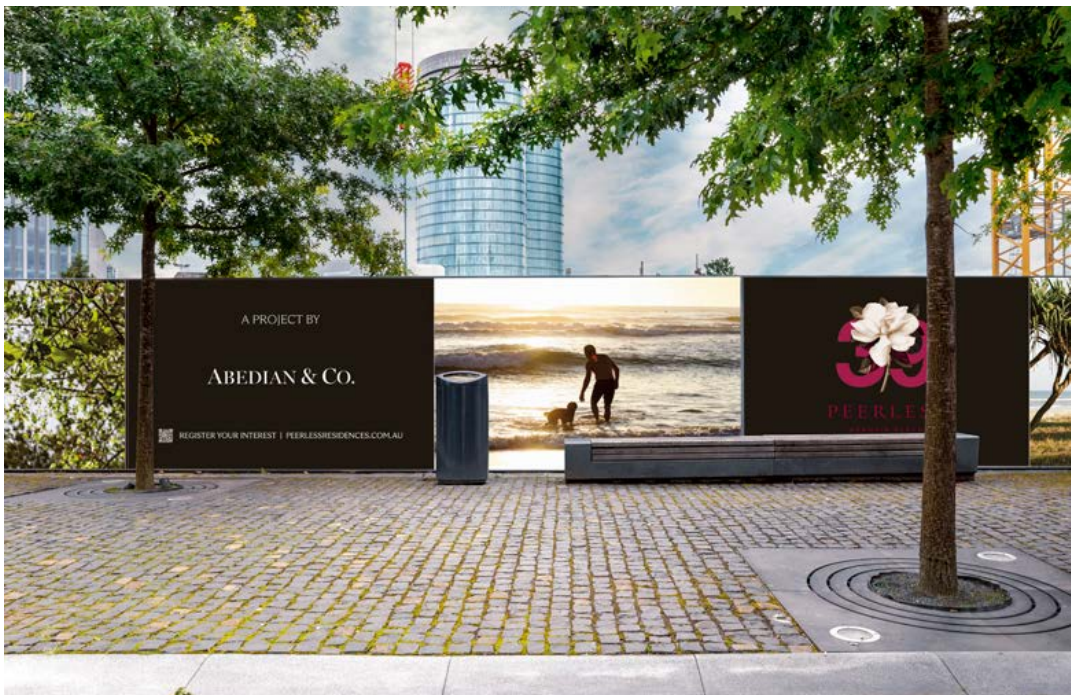
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- BRAND REVIEW
- BRAND MARK ILLUSTRATION DESIGN
- COLOUR PALETTE REVIEW
- CREATIVE DIRECTION
- COPYWRITING
- MINI BROCHURE
- SCHEDULE OF FINISHES BROCHURE
- FACT SHEET FOLD-OUT
- MARKETING FLOORPLANS
- PRINT ADVERTISING
- HOARDING DESIGN
- SOCIAL MEDIA DESIGN
- VIDEOGRAPHY
- PHOTOGRAPHY
- SALES FLIPBOOK
- AERIAL PHOTOGRAPHY











# Lagoon

MAIN BEACH



drew group.

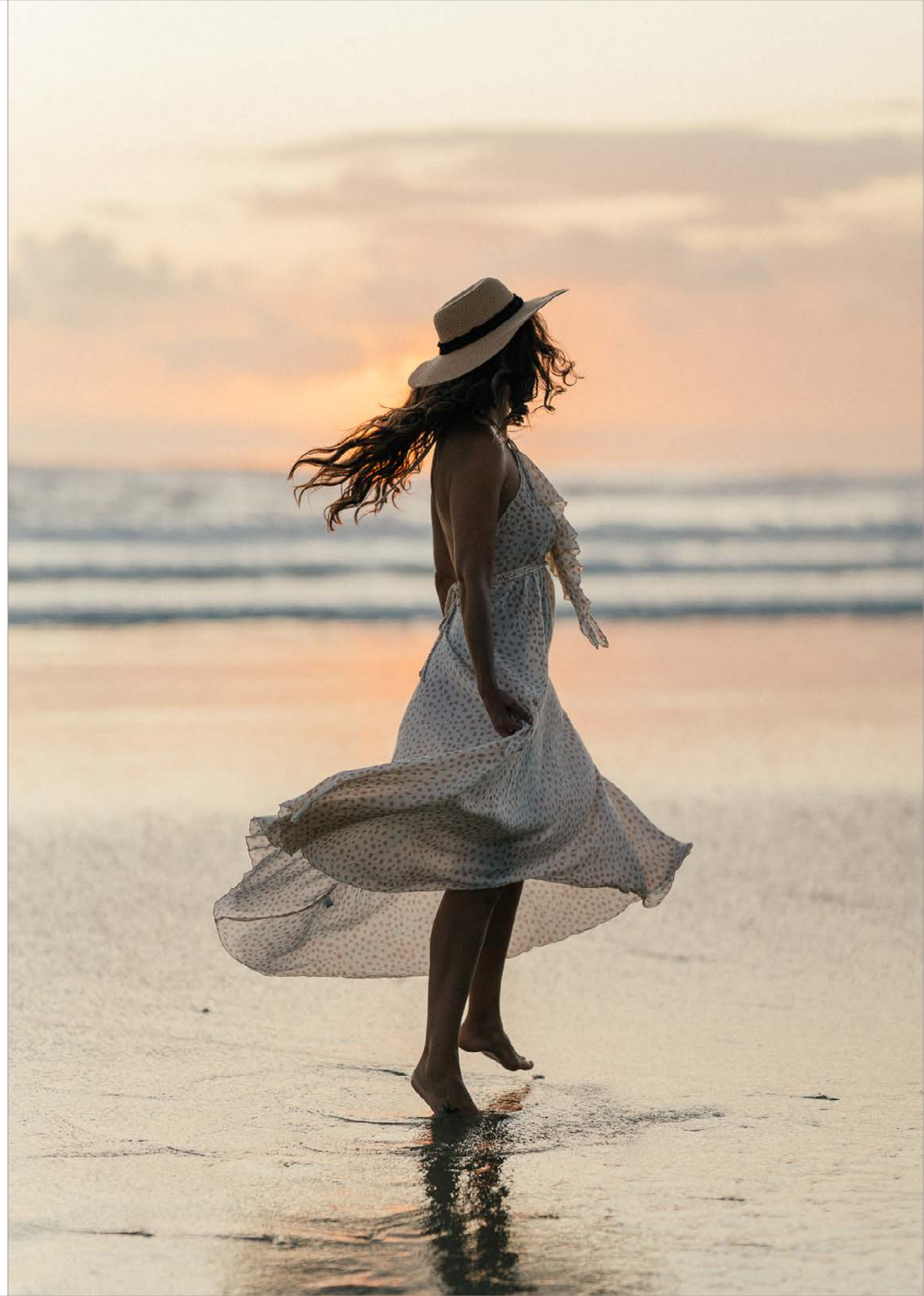
A CONTEMPORARY STATEMENT  
IN THE HEART OF MAIN BEACH

## SCOPE

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- 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











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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