

[Case Study]

[Client]

Capital Commercial, LLC (CCRE)

[Problem]

Capital Commercial, LLC has been in search of a creative team that would help with both the production/ mailing of their postcards but also of a group that would provide conceptual and consultation. CCRE is a busy boutique real estate firm that needs to rely on the commitment of an agency that will 'go the extra mile'.

[Solution]

AMS design understood the dilemma of CCRE and came to the rescue. AMS design is now in charge of all marketing aspects at CCRE—especially their direct mail campaigns. To begin, AMS design researched and produced numerous concepts that CCRE chose from; ultimately choosing their new motif (shown to the right). This "look" will now be used on all pieces that are released by CCRE.

Secondly, AMS design manages the entire mailing process which eliminates numerous bills from different sources, ensures timely distribution, and of course, maximizes the time that CCRE can devote to their clients.

[Services Provided]

- | Direct Mail Concepting
- | New Branding Motif
- | Variable Print Templates
- | Postcards Created
- | On-Site Photography
- | Market Research
- | Print Production Manager

[Final Output]

