





REAL ESTATE MARKETING + PRODUCTION AGENCY // MELB x AUS



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OUR STORY

Address Creative was built as a solution to a problem uncovered while searching for real estate. Some real estate advertisements contained everything, and left nothing wanting. Other advertisements left more questions than answers. How could real estate marketing be done better, and what would it take?

This question layed the foundation for Address Creative. With our combined skillsets, we had the capability to re-design how real estate marketing agencies currently operate, while providing high-end, 3-tiered packaged content. Archetype, Vogue and Avant-Garde

These packages would resolve the ambiguity found across real estate marketing. By providing a clear framework for each package, Address Creative could guarantee a clear, transparent and story-based portfolio for selling real estate. Every house would have the same information that makes the exhibition of a house easier to navigate and understand.



“ABOUT ADDRESS CREATIVE” VIDEO

MANTRA

It's simple... “Content to close deals.”



TEAM

The team at Address Creative all come from creative backgrounds. Each member has a particular and special role to play.



**NATHAN
BLEEKER**

Nathan is Address Creative's Chief Executive Officer. Nathan has 12 years of experience in brand marketing and graphic design. He has worked with companies such as Cadbury, Mercedes Benz, Bic and Spika. With a talented eye, Nathan is the designer in chief, creating and marketing each package Address Creative has. All things creative, Nathan is sure to develop brilliant material.



**TIMOTHY
POLLOCK**

Tim is Address Creative's Managing Director. Tim has 10 years experience in directing, film-making and videography. He has also studied creative and professional writing and has completed novels, screenplays and novellas. Tim also has a deep understanding of photography, drone video and image capture. Tim is Address Creative's masterful eye behind the lens.



INSPIRATION

Address Creative was established not because of what was there, but instead what wasn't there. Our own real estate research showed ad hoc, differing, confusing, weak and unclear marketing material for houses both for sale and rent. Of course, we saw magnificent, talented, beautiful and cutting-edge marketing. Unfortunately, this beauty was reserved for the 'crème de la crème' of real estate across Bayside and the Mornington Peninsula. We felt sellers and buyers deserve more for the huge sums they spend on marketing, and for the life investment of a new home, a first home or a second investment property. After many conversations between who is now the Address Creative team, we came up with this company. Our inspiration is to give every buyer and seller the opportunity that is beautiful marketing, whatever the price point. Our inspiration was to create something where something wasn't in a specific niche. We understand that reinventing the wheel is hard, but it is not impossible. We think real estate marketing needs a shake up. It needs a refresh and we're here to do it.

CREATIVITY

Pushing the boundaries,
addressing your curiosity
and trying something new

OLD & NEW

The history of what
is old helped by the
advancements of what is
new is our approach to
creation, design and art

PASSION

Our entire team could listen
to anyone who speaks with
love about something they're
obsessed with. Your passions
inspire us.





BRAND PERSONALITY

AUTHENTIC

We don't hide behind anything

DISTINCTIVE

Our recognisable marketing style

EFFECTIVE

Content to close deals

UNDERSTANDING

Our content reflects what you need

VOICE Well-spoken, with a wink and a smile. Our voice is to offer people a product which they can be proud of all while ensuring a smile isn't forgotten. Address Creative are not interested in over-explaining, but providing evidence with simple and emotive words. Our voice is designed to express honesty, clarity and creativity. We treat our words as our work. If we can't explain it simply, we don't deserve to be doing what we do.

To some, personality and brand are not two words that are intrinsically linked. They are, and they are the makeup and face of everything that we do. Words seldom tell the accurate story of a business, and many businesses write pages and pages to build an image so people can understand it. The result is often confused, multi-faceted and superficial. Address Creative are four simple words; authentic, distinctive, effective and with understanding.

Importantly, we are an end-to-end creative collective which means it is not always about our own personalities, but understanding our clients and building their flare into our creations.



PRODUCTION BY PROCESS



01 SELECT THE BEST SUITED PACKAGE FOR EACH PROPERTY

There are three service package options. Each is progressively more premium and priced accordingly. Archetype, Vogue and Avant-Garde.



02 WE VISIT EACH PROPERTY ONCE TO COLLECT MATERIAL

On a decided time that best suits the agency client and homeowner, we collect and record all raw assets required to produce the marketing materials pre-determined in each service package.



03 WE PRODUCE PREMIUM CONTENT TO CLOSE YOUR DEAL

Raw materials are edited and finished in post by highly experienced professionals. All content is tailored to fit the property, location and homeowners personality. All assets also include the agencies branding.



04 THE FINISHED CONTENT IS UPLOADED TO YOUR ADDRESS CREATIVE PORTAL

A unique addresscreative.com.au membership login is allocated to each agency client. Upon completion of marketing materials, we upload all assets to the agency clients online portal.





PACKAGES



ARCHETYPE

PACKAGE 1 // 3



VOGUE

PACKAGE 2 // 3



AVANT-GARDE

PACKAGE 3 // 3

Our packages are designed to do one thing; make your real estate portfolio and presentation easy, streamlined and accessible from one expert team. You simply select a package, your homes' size within that package and we do the rest. Whether you want the full expression of your abode or a no nonsense presentation, Address Creative has everything you need.



PACKAGES
FIND OUT MORE



ARCHETYPE



VOGUE



AVANT-GARDE



PORTAL ACCESS

PORTAL ACCESS

PORTAL ACCESS



60 SECOND TOUR VIDEO

90 SECOND TOUR VIDEO
30 SECOND HYPE VIDEO

3 MINUTE IMMERSIVE TOUR
90 Second SWEEP VIDEO
30 + 15 SECOND HYPE VIDEOS



10 EDITED IMAGES

25 EDITED IMAGES

40 EDITED IMAGES



2D RENDER

2D RENDER

2D RENDER



1 POI IMAGE

INCLUDED IN ALL VIDEOS
PROPERTY HIGHLIGHTER
2 POI IMAGES

INCLUDED IN ALL VIDEOS
PROPERTY HIGHLIGHTER
SATELLITE RAPID EDIT
3 POI IMAGES



MARKETING COLLATERAL

MARKETING COLLATERAL

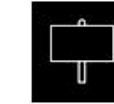
MARKETING COLLATERAL



-

3D PROPERTY TOUR

3D PROPERTY TOUR



-

MAJOR SIGN DESIGN

MAJOR SIGN DESIGN
TERTIARY SIGN DESIGN



-

-

SOCIAL MEDIA CONTENT
DIGITAL HANDBOOK
PRINT READY HANDBOOK



THIS PROJECT USED
PACKAGE 1 // THREE

ARCHETYPE

EXHIBIT CANDID PROJECTS WITH A LEADING TAKE
ON TRADITIONAL REAL ESTATE MARKETING MATERIALS

PACKAGE OPTION ONE // THREE



VIDEOGRAPHY

ONE 90 SECOND VIDEO OF THE ENTIRE PROPERTY



PHOTOGRAPHY

TEN PROPERTY IMAGES + EDITING



FLOOR PLAN

2D RENDER OF THE ENTIRE PROPERTY



DRONE FOOTAGE

ONE POI IMAGES



COPYWRITING

COPYWRITING FOR ALL MARKETING COLLATERAL



PORTAL ACCESS

ACCESS TO YOUR PERSONALISED CREATIVE PORTAL



ARCHETYPE PACKAGED PROJECT

A CAPTIVATING REAL ESTATE PORTFOLIO WITH LEADING
VISUAL COMMUNICATION TO BOLSTER YOUR LISTING.

PACKAGE OPTION TWO // THREE



VIDEOGRAPHY

ONE 90 SECOND TOUR VIDEO OF THE ENTIRE PROPERTY
ONE 30 SECOND HYPE VIDEO OF THE PROPERTIES KEY FEATURES



FLOOR PLAN

2D RENDER OF THE ENTIRE PROPERTY



VIRTUAL TOUR

3D VIRTUAL TOUR OF THE ENTIRE PROPERTY



PHOTOGRAPHY

TWENTY FIVE PROPERTY IMAGES + EDITING



DRONE FOOTAGE

AERIAL DRONE FOOTAGE INCLUDED IN ALL VIDEOS
PROPERTY HIGHLIGHTER
TWO POI IMAGES



SIGNAGE

MAJOR SALES SIGN DESIGN



COPYWRITING

COPYWRITING FOR ALL MARKETING COLLATERAL



PORTAL ACCESS

ACCESS TO YOUR PERSONALISED AC CREATIVE PORTAL



VOGUE PACKAGED PROJECT



THIS PROJECT USED
PACKAGE 3 // THREE

AVANT-GARDE

PRESENT A PREMIUM REALESTATE EXPERIENCE UTILISING
ALL BOUTIQUE FORMS OF VISUAL STORY TELLING.

PACKAGE OPTION THREE // THREE



VIDEOGRAPHY

ONE 3 MINUTE TOUR VIDEO OF THE ENTIRE PROPERTY
ONE 90 SECOND SWEEP VIDEO OF THE PROPERTIES KEY FEATURES
TWO HYPE VIDEOS - 15 SECOND + 30 SECOND VERSIONS



FLOOR PLAN

2D RENDER OF THE ENTIRE PROPERTY



VIRTUAL TOUR

3D VIRTUAL TOUR OF THE ENTIRE PROPERTY



PHOTOGRAPHY

FORTY PROPERTY IMAGES + EDITING



DRONE FOOTAGE

AERIAL DRONE FOOTAGE INCLUDED IN ALL VIDEOS
PROPERTY HIGHLIGHTER + SATELLITE ZOOM VIDEO
TWO POI IMAGES



SIGNAGE

MAJOR SALE SIGN DESIGN
TERTIARY SALE SIGN DESIGN



COPYWRITING

COPYWRITING FOR ALL MARKETING COLLATERAL



FULL SERVICE MARKETING

SHOWCASE HANDBOOK
SOCIAL MEDIA CONTENT



PORTAL ACCESS

ACCESS TO YOUR PERSONALISED AC CREATIVE PORTAL


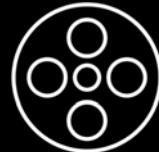








AVANT-GARDE PACKAGED PROJECT



SERVICES

Address Creative is a full service real estate production agency, that services wholistic marketing campaigns covering all mediums of visual communication.

 PHOTOGRAPHY	 VIDEOGRAPHY	 DRONE + AERIAL	 FLOORPLANS
 VIRTUAL TOURS	 GRAPHIC DESIGN	 SIGNAGE	 COPY WRITING

One team One shoot One creative portal One invoice.

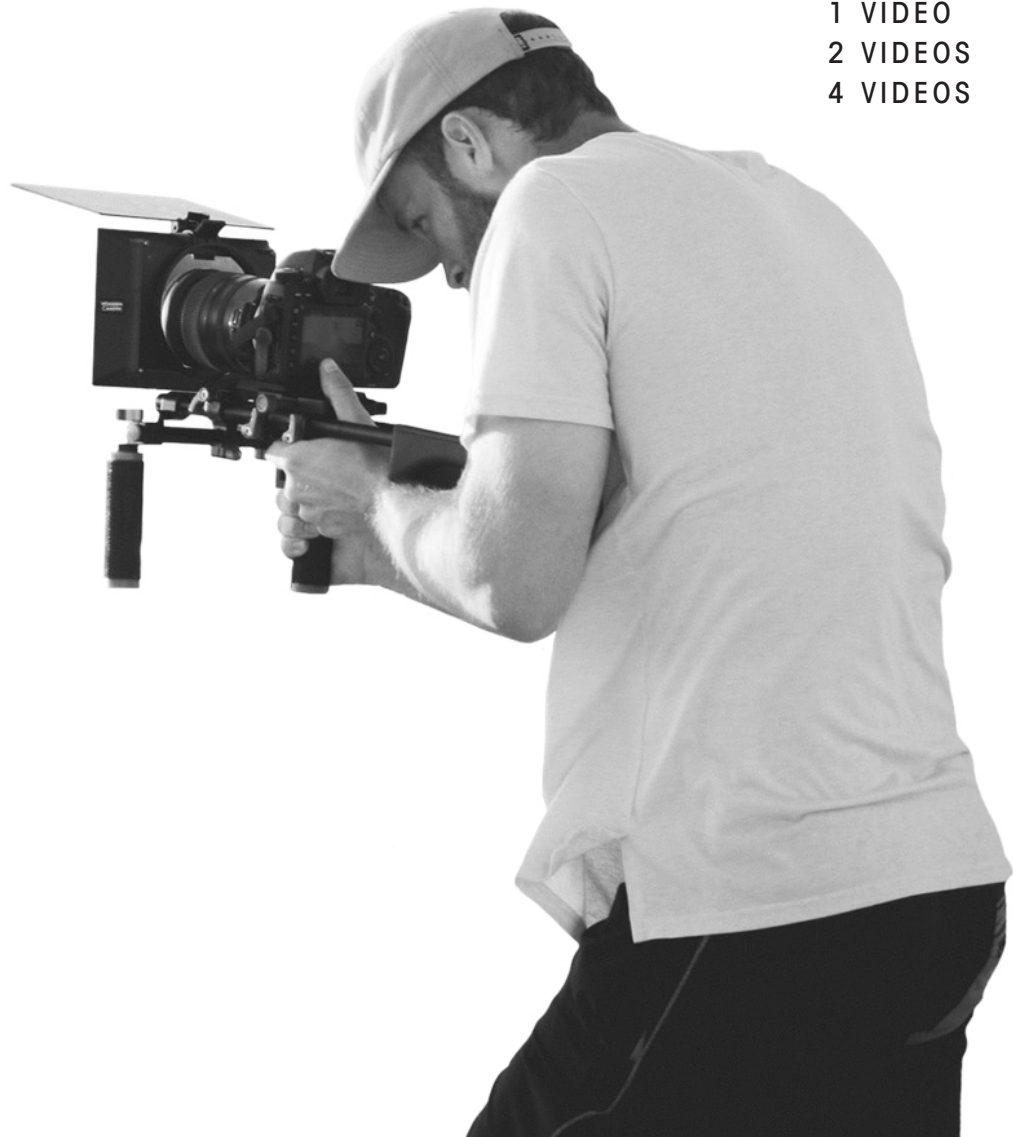


VIDEOGRAPHY



Videography is a modern addition to showcasing real estate and the spaces within. It is designed to show the depth and expanse of a property in one, book-ended sitting. Video should move through the space as an individual would. The vitality of a home must be represented as connected, warm and encompassing.

A video adds a dimension that no other means can add as it provides the link between photography and the physical inspection. As with photography, videography should not just be an abstract bomb of artistic shots but clearly show what the space is and how it all connects.



SERVICE INCLUDED IN_	
1 VIDEO	ARCHETYPE
2 VIDEOS	VOGUE
4 VIDEOS	AVANT-GARDE

PHOTOGRAPHY



Photography is synonymous with the promotion of real estate. It is the staple by which all other marketing methods of real estate are connected. Vision as a method of understanding is vital in expressing the mood, space and warmth of a living space.

Address Creative does not take a one-and-done approach to photography. Simply, Address Creative photographs a space to show how that space makes people feel. We do this in conjunction with home owners, so they are comfortable with our representation of their pride and joy.

But emotive photography is not enough, as a space needs to be shown honestly. It is as much a creative expression as it is a clear vision of what the space actually is.

HOUSE PROPERTY SUBURB LIFESTYLE

SERVICE INCLUDED IN_	
10 IMAGES	ARCHETYPE
25 IMAGES	VOGUE
40 IMAGES	AVANT-GARDE



AERIAL



Aerial photography and videography is the “new kid on the block”. It is the final link between photography and videography, before the physical inspection. It is a step back from what someone knows about the real estate and living spaces. It answers the question of where it fits, and how it interacts with the street, suburb, council and environment. Aerial photography and videography gives you the “overall” aspect to real estate.

SERVICES INCLUDED IN_

- 3 ARTICLES VOGUE
- 5 ARTICLES AVANT-GARDE

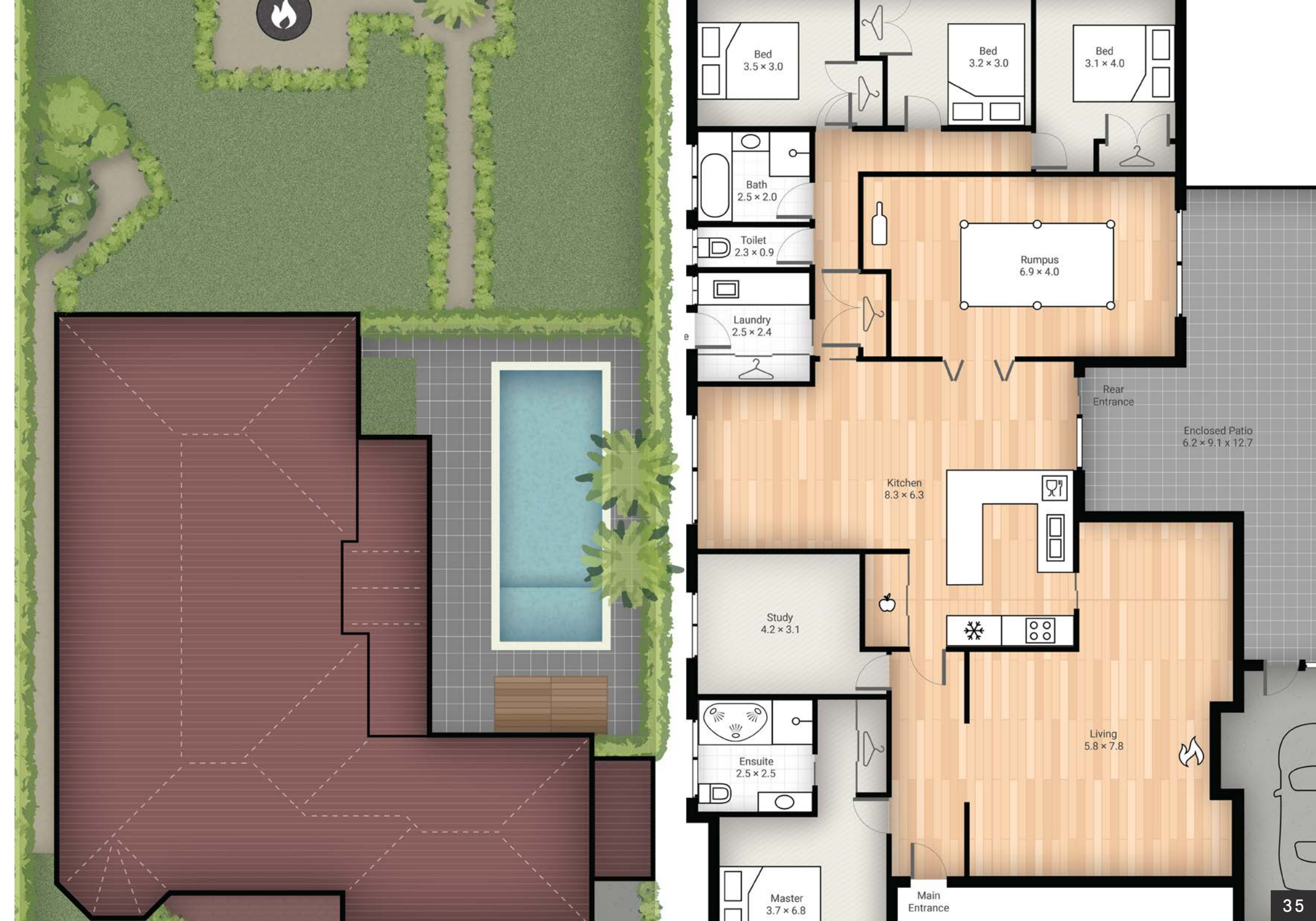


FLOOR PLANS



SERVICE INCLUDED IN _
 FLOOR + SITE PLAN ARCHETYPE
 FLOOR + SITE PLAN VOGUE
 FLOOR + SITE PLAN AVANT-GARDE

Address Creative create floor plans that explain the space, its measurements and its structure. Our floor plans are the most obvious piece of marketing for a living space. It is how the space fits together in a mathematical sense. Our floor plans are accurate, pleasing and finished to the highest standard.



VIRTUAL TOURS

A virtual tour is designed as recourse to a physical inspection. To save from multiple visits when travel and distance is an issue, Address Creative provide interactive photography-based walkthroughs so buyers can relive the inspection and adapt that to the photography, videography and finally, the aerial component.

Our virtual tours are a premium add-on to our senior two packages. It is designed for sellers who don't want buyers to forget how the house feels and is moved within. We use an advanced image capture and processing application to ensure quality and that the tour is realistic.



SERVICE INCLUDED IN_
FULL SERVICE VOGUE
FULL SERVICE AVANT-GARDE

SCAN HERE FOR
A SAMPLE TOUR.





GRAPHIC DESIGN +

PRINT MEDIA

BROCHURES, FLYERS & HANDBOOKS

DIGITAL CONTENT

BRANDED SOCIAL MEDIA CONTENT

COPYWRITING

A VOICE TO SUPPORT THE VISUALS

SIGNAGE

DESIGN OF MAJOR + MINOR SALES SIGNS



VOGUE

SERVICES INCLUDED_

SIGNAGE
COPYWRITING
PRINT MEDIA
SOCIAL MEDIA

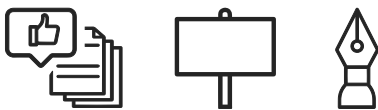
MAJOR SALE SIGN
FULL SERVICE
N/A
N/A

AVANT-GARDE

SERVICES INCLUDED_

SIGNAGE
COPYWRITING
PRINT MEDIA
SOCIAL MEDIA
IG + FB + STORIES

MAJOR + SECONDARY SALE SIGNS
FULL SERVICE
HANDBOOK + TERTIARY PRINTS
SUITE OF VIDEO + STATIC ASSETS





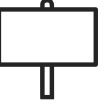
SOCIAL MEDIA CONTENT_



INSTAGRAM



REAL ESTATE MARKETING + PRODUCTION AGENCY // MELB x AUS



28 SMEDLEY RD _ RINGWOOD NTH

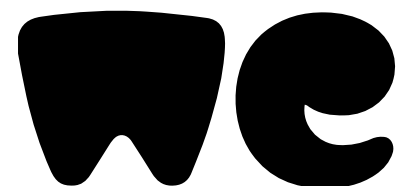
MONA INSPIRED, TWO STOREY RETREAT

4,045m² 4 7 6

INTERNAL _ 493m² OUTDOOR LIVING _ 122m² GARAGE _ 193m²

28 Smedley Road is minimal in its architecture, natural in its materials and focused on entertainment. Overall, the colour palette of the property juxtapose the dark burnt wood exterior with clean and crisp white and matte earth colours on the interior. The final standout, a cinema area with a soft green texture wave wall that harnesses light and shadow for a beautiful finish. Everything just works. Located in the wooded town of Ringwood North, close to shops and Eastland, you'll never want to leave this property.





ADDRESS CREATIVE PORTAL

ALL CONTENT TO CLOSE YOUR DEAL COMPLETED BY ADDRESS
CREATIVE WILL BE UPLOADED TO YOUR UNIQUE ONLINE PORTAL.

Upon completion of marketing materials, we upload all assets to your unique online portal. The agency receives an automated notification informing them that their collateral is ready for download, along with the attached invoice. This streamlines the file transfer process and removes administrative frustration for both parties. All collateral remains on each portal for three months, eliminating the risk of missing content.

It allows anyone with the login details to access the collateral across all devices. This allows each agency client to liaise with the homeowner without uploading and downloading large files. In addition to these benefits, our centralised drive removes the risk of lost or missing footage or marketing.





CONTACT CARD

NATHAN BLEEKER _____

0404 144 133

NATHAN@ADDRESSCREATIVE.COM.AU



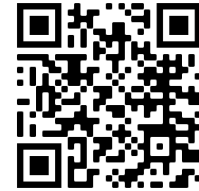
CONTACT CARD

TIMOTHY POLLOCK _____

0404 555 131

TIM@ADDRESSCREATIVE.COM.AU

CONTACT



ADDRESSCREATIVE.COM.AU

NOTES

CONTENT TO CLOSE DEALS.

ADDRESSCREATIVE.COM.AU



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