

Q2 2022  
PROJECT  
HIGHLIGHTS

IDEATION TO EXECUTION

first look.

PHASE:3




CASTO // The Tomlin

Partnering with real estate firm CASTO for the first time, Phase 3 provided naming and branding for the first luxury, multi-family apartments in Snellville, GA. Phase 3 derived the name, The Tomlin, from a combination of “Tom” (after the city’s founder, Tom Snell) and the word “line” - which celebrates the historical line from Tom’s arrival in Gwinnett County to the present day.

Services: Branding

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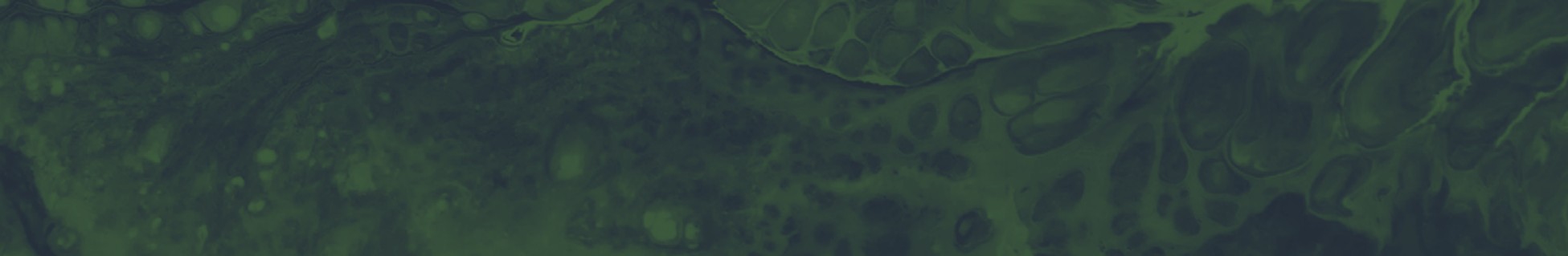


See it. Love it. Live it.



When comfort's what you crave

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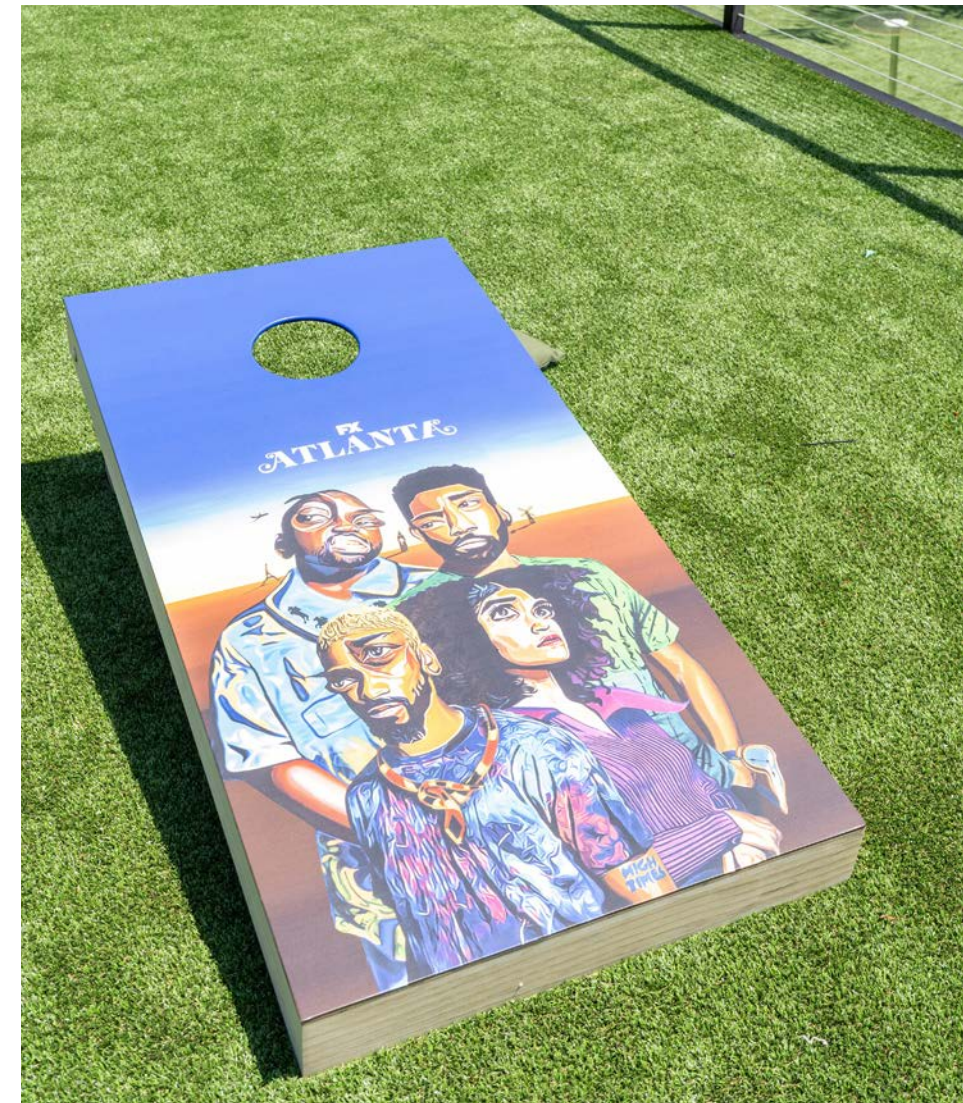




## Idlewild // Atlanta FX

Calling all Atlanta FX fans! In a fun collaboration with Idlewild, Phase 3 had the opportunity to create an interactive experience inspired by the hit FX show - Atlanta. Our team printed and installed signage for the event, including multiple backdrops, window clings and decals for cornhole, jenga, connect 4 and other hands-on activities.

*Services: Print, Installation*





Landis + Gyr //  
Exchange 2022 Conference

Phase 3 provided Landis + Gyr’s annual user conference, Exchange 2022, with engaging on-site hotel graphics that were printed and installed throughout the Hilton Bonnet Creek resort. Expanding on the previous year’s branding, our Creative team developed various assets - including banners, meter boards, window clings, floor decals and a video to kick off the conference. The annual event was Landis + Gyr’s first in-person event since 2019 due to COVID-19 and welcomed over 500 customers, partners and key prospects.

Services: Creative, Print & Install



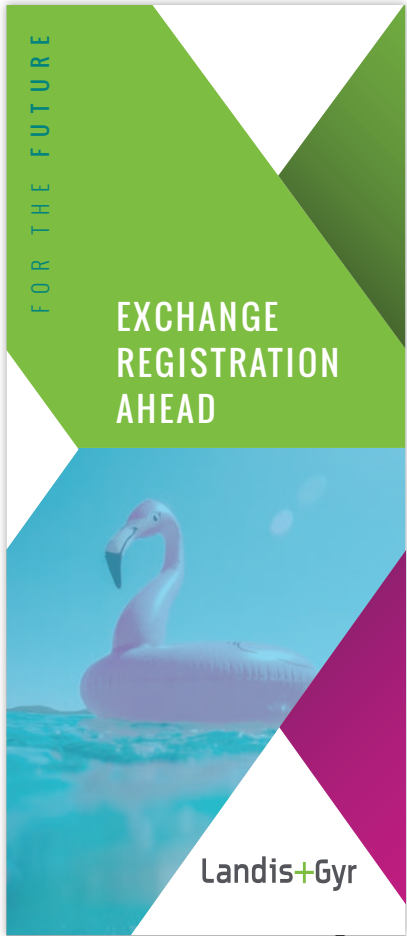
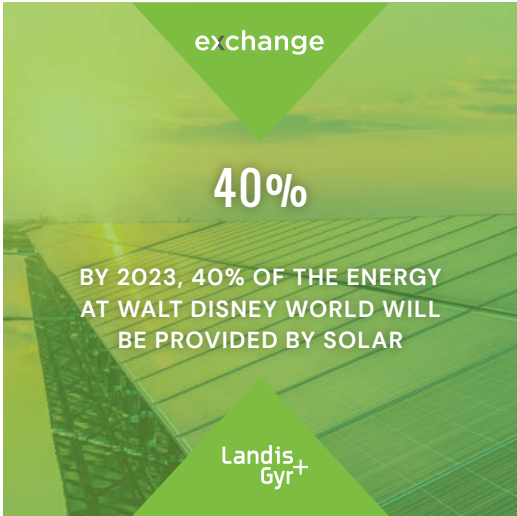
Entrance Banner



Conference [Video](#)



Floor Decals



Meter Boards



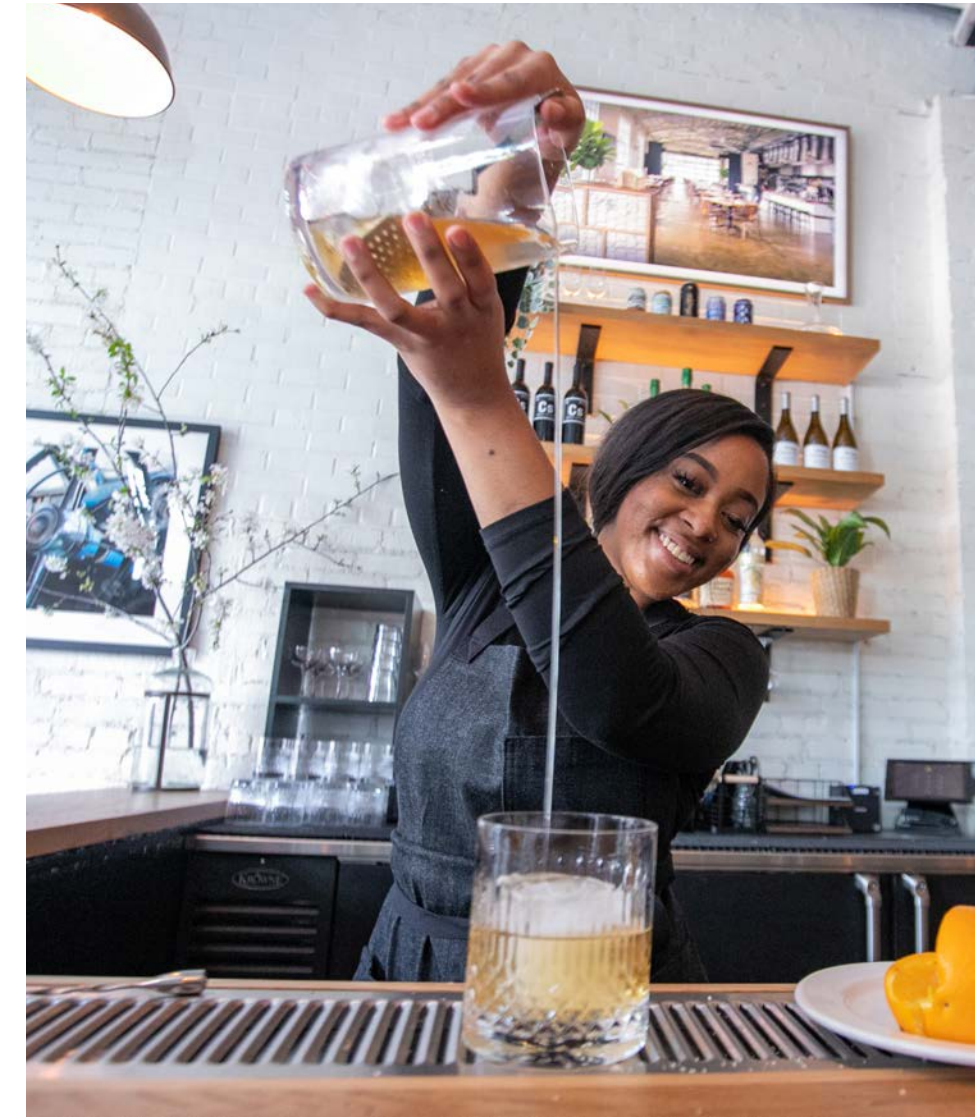




## Red Pebble Hospitality // Adele's Atlanta

A fan-favorite in Nashville, Red Pebble Hospitality expanded eastward opening Adele's Atlanta in the Old Fourth Ward neighborhood in early April. Our PR team executed two first-look and ribbon-cutting events, inviting local community members to try the seasonal-inspired menu and cocktails. The team secured 15 significant earned media press hits, including *Southern Living*, *Travel + Leisure*, *Garden & Gun* and *USA Today*, resulting in over 140M impressions, equating to over \$2M in ROI.

*Services: Public Relations*





## Clean Juice

Charlotte-based juice bar, Clean Juice, partners with Phase 3 to curate, kit, warehouse, and ship various kinds of promo boxes throughout the country. From specialized kits for VIGs (Very Important Guests) to thank you packages for new franchise owners, these kits are perfect for any juice-lover and an exciting perk for their loyalty program and employees. The branded merchandise includes t-shirts, glass bottles, reusable straws, lapel pins, stickers, canvas bags, mugs and more.

*Services: Branded Merchandise, Marketing Fulfillment*







## The Read House

Happy 150th Anniversary to The Read House! Originally built in 1872 and renovated in 2018, The Read House is a premier historic hotel located in downtown Chattanooga. The celebration occurred in the historic Green Room, where 100 attendees, including the mayor and descendants of The Read House founder Sam Read, gathered to commemorate the event with champagne, music, and more. The city of Chattanooga also honored the milestone by officially proclaiming June 14th, 2022 - Sam Read's birthday - The Read House Day.

*Services: Public Relations*

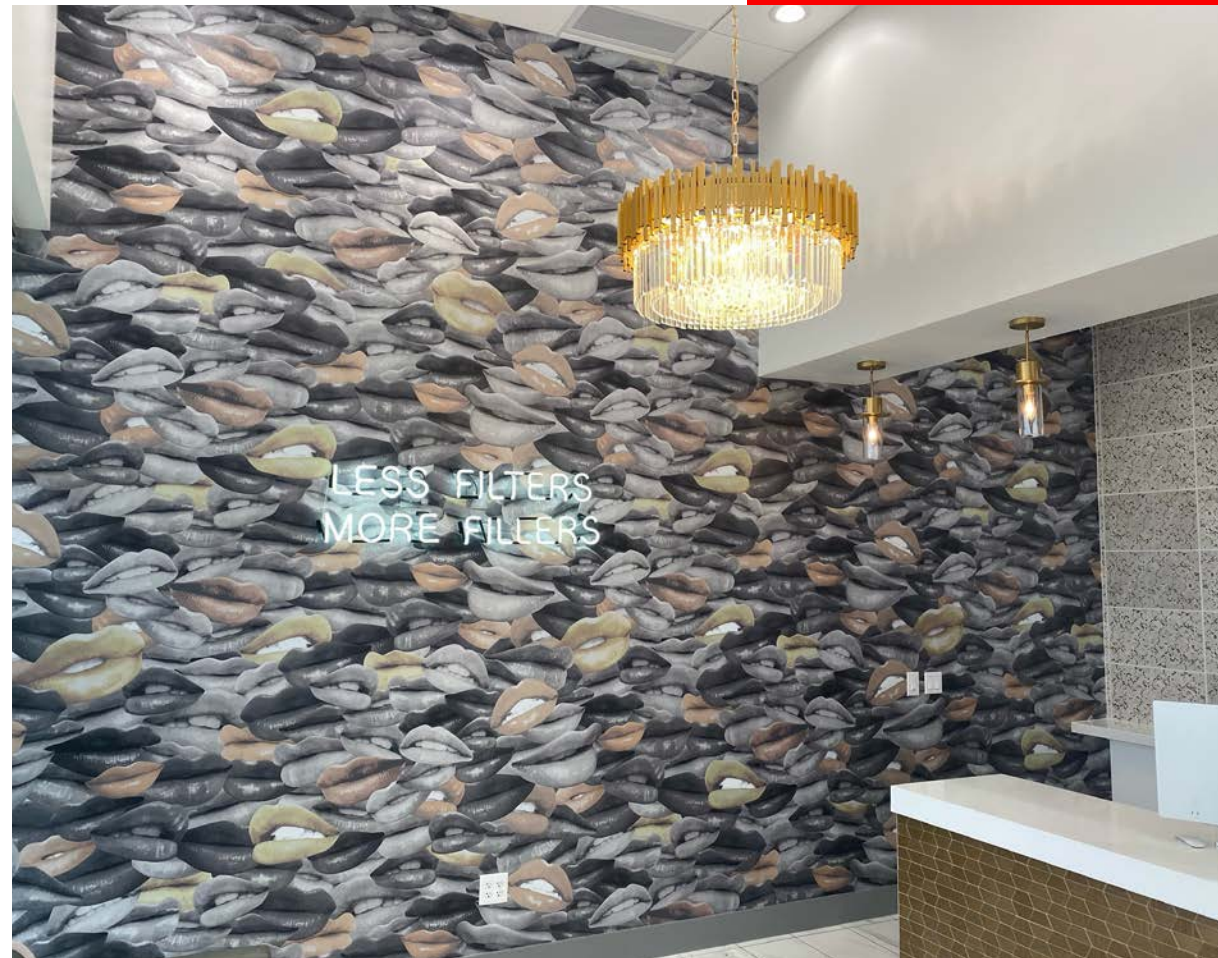




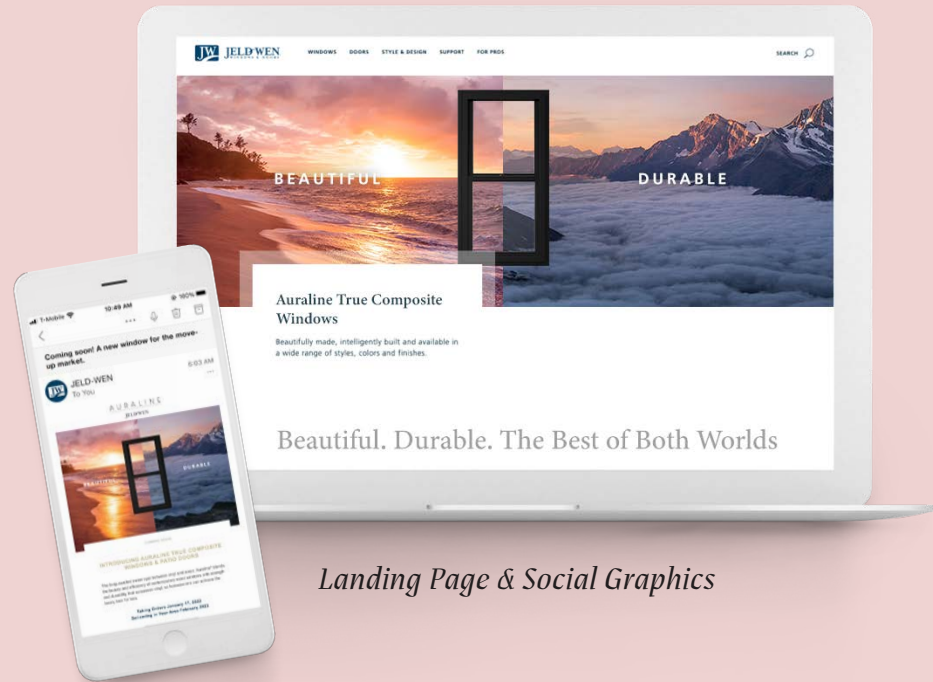
## It's a Secret Spa

A lip swing ? No problem! Phase 3's fabrication team had a fun time designing, fabricating and installing this Sign-Foam lip swing in time for It's A Secret's new store opening in Dallas, TX. We also printed and installed custom wallpaper throughout the location - all to create the perfect Instagrammable moments.

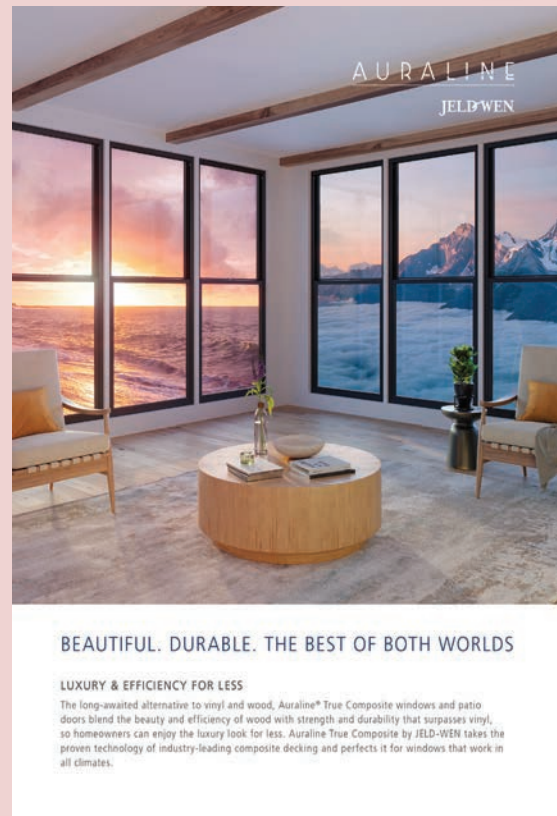
*Services: Print, Fabrication, Install*



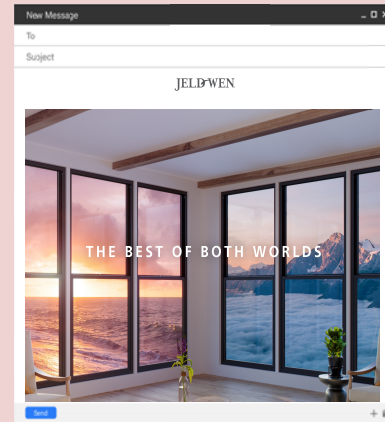




*Landing Page & Social Graphics*



*Sell Sheet*



*Email Series*

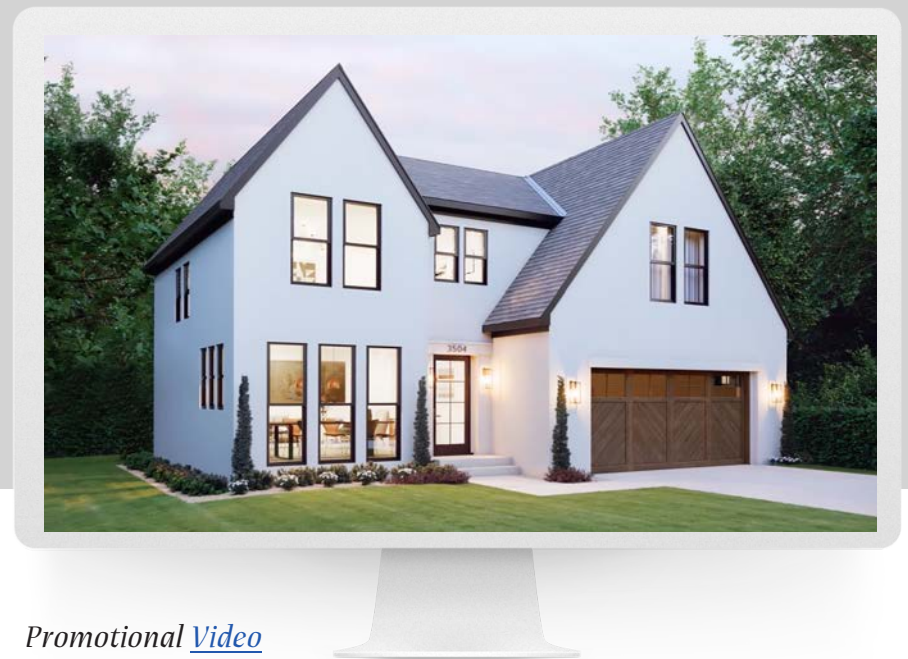


*Product Brochure*

## JELD-WEN // Auraline

After supplier issues thwarted their initial product launch, JELD-WEN approached Phase 3 to develop and execute a new launch campaign for their Auraline window product line that would create a splash in the new construction market. From ideation to execution, Phase 3 developed an impressive launch plan with supporting tactics that included campaign concept / creative, messaging, landing page, collateral assets, promotional video, paid media, branded merchandise kits, influencer marketing and more. To-date the campaign has had over 3M impressions.

*Services: Creative, Strategy, Branded Merchandise, Print, PR, Marketing Fulfillment*



*Promotional [Video](#)*

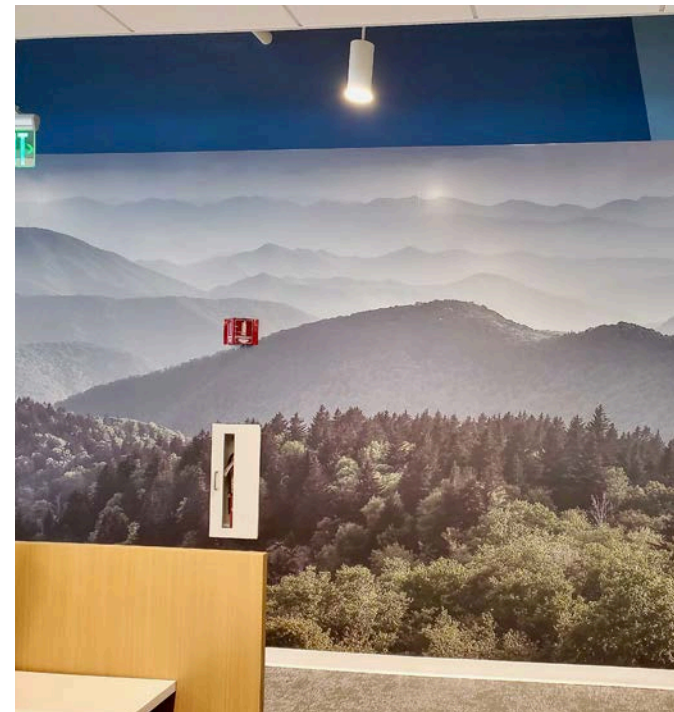




## UCB Pharma

Wishing to incorporate North Carolina's most significant landmarks in their new Raleigh office, UCB Pharma tasked Phase 3 with designing, printing and installing their new office graphics. From the rolling Appalachian Mountains, to the coastal outer banks, to the Raleigh city skyline, Phase 3 brought the best of North Carolina's scenic beauty indoors in this notable office environmental graphic project. Natural wood was also used in various signage pieces as well.

*Services: Creative, Print, Fabrication, Installation*

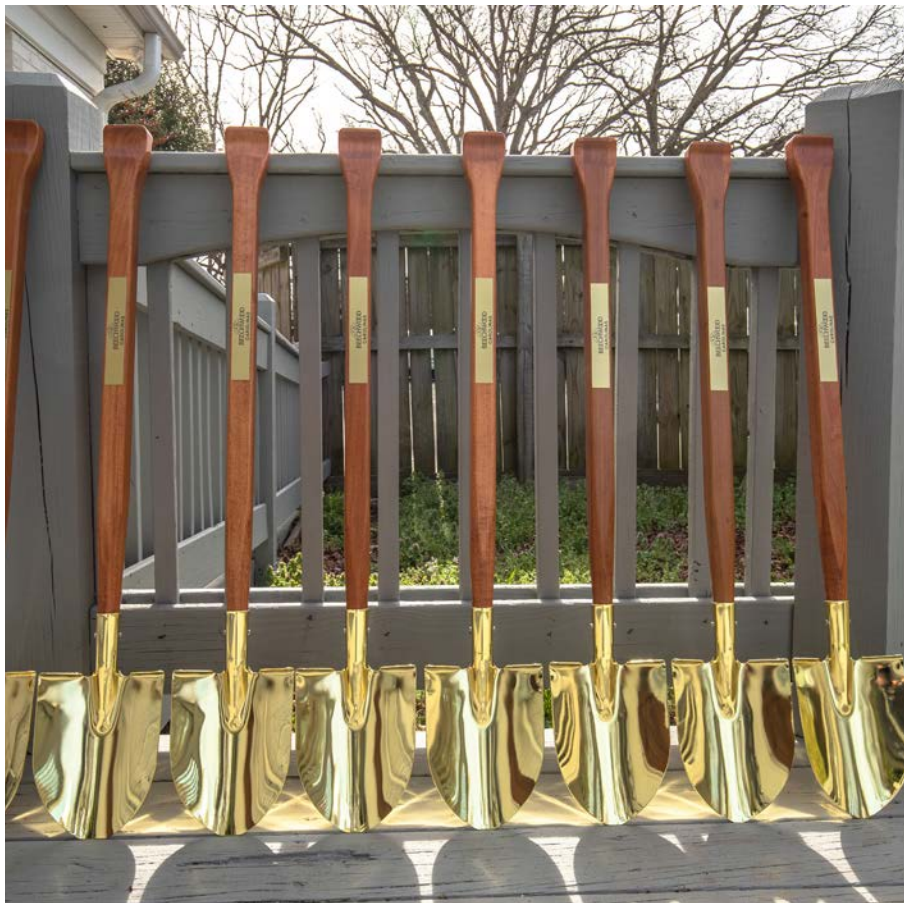




**Beechwood Homes**

Beechwood Homes tapped Phase 3 to provide PR services for their new location opening in Weddington, NC. Phase 3’s PR team helped coordinate the ground breaking event including everything from vendor coordination to the RSVP list to media interviews. To take it up a notch, Phase 3 also provided custom golden shovels and hard hats, adding the perfect elements to the event.

*Services: Public Relations, Branded Merchandise, Print*





Phase 3 is a full-service agency, print production powerhouse and branded merchandise company in one. Our mission is to simplify life for marketers, by delivering the most-needed marketing services in-house, under one roof.

Branding

Environmental Design

PR & Social

Website Development

Marketing Collateral

Signage and Displays

Fabrication & Installation

Branded Merchandise

**Ready to get started?**

Call your Account Manager about your next project, or visit *[phase3mc.com](https://phase3mc.com)*.

**PHASE:3**

