

Design elements included were done between January and June of 2009 at CPI Las Vegas.

The marketing materials included were created for all CRE services.

Campaign by:
Michael G. Hurston

Photography by:
Christopher Poesé



Ad Campaign

2009



The Las Vegas office has always had a strong relationship with many of the local publications, including In Business, Nevada Business Journal, Review Journal, Red Report, Western Regional and the Business Press.

Due to significant budget restraints this year we decided to pick Greenspun Media as our main outlet for print advertising. Greenspun Media Group is currently the owner and distributor of most publications within Southern Nevada. They currently produce In Business, Las Vegas Weekly, Las Vegas Home & Design, Las Vegas Magazine (LVM), and many others.

In addition to their print publications they also own and operate many of the local business news websites and niche media outlets in Southern Nevada including RecruitingNevada.com, 702.TV, LasVegasSun.com and more.

While Greenspun Media was where we placed the bulk of our budget, we still included placements in other print publications such as the North Las Vegas, Las Vegas and Henderson Chamber of Commerce publications.

For our online ads we chose the Las Vegas Sun website and PropertyLine.

During the year, as always, brokers and their clients were free to pay out of pocket for any specific publication ads. Those included, the Wall Street Journal, the New York Times, Nevada Business Journal and others.

While our PR firm MassMedia handled much of the price negotiations and the actual buys, the campaign placement, concepts, designs and photos were all done in-house (with exception to the Las Vegas Strip Aerial and Corporate Stock Art).

When it was first decided that we would launch a focused branding campaign in October of 2008, we began with researching what we liked about our past ads and what messages we would like to convey. The next step was to take a look at what our competitors had done and were doing to avoid any similarities. It was after this that we began to draft the language and look of the ads and ultimately the placements.

The following are a few of the ads we ran throughout this year.

Fast Ads

Colliers Las Vegas is proud to support Big Brothers and Big Sisters of Nevada, which helps children reach their potential through professionally supported one-to-one relationships. Since 1973 the organization has been matching children with positive adult and older teen role models and is one of more than 500 agencies that have mentored children for over 100 years.



THE ROAD TO BIG SUCCESS
HONORING VINCE SCHETTLER FOR HIS CONTINUAL SUPPORT
& DEDICATION TO CHILDREN IN NEED



COLLIERS INTERNATIONAL

3960 Howard Hughes Pkwy, Suite 150
Las Vegas, Nevada, USA 89169
Tel 702.735.5700 Fax 702.940.4107

Big Brothers Big Sisters of Southern Nevada



WHEN INFORMATION, EXPERIENCE
& QUALITY MATTER MOST



**COLLIERS INTERNATIONAL - LAS VEGAS:
WE KEEP YOU GOING**


OFFICE | INDUSTRIAL | LAND
RETAIL | MIXED-USE DEVELOPMENT
TENANT REPRESENTATION | INVESTMENT SERVICES
PROPERTY MANAGEMENT



3960 Howard Hughes Pkwy, Suite 150 | Las Vegas, NV 89169 | P: 702.735.5700 | F: 702.731.5709 | www.lvcolliers.com

293 OFFICES IN 61 COUNTRIES ON 6 CONTINENTS
\$73 Billion in Annual Transaction Volume | 868 Million SF Managed | 11,000 Professionals

THERE ARE 77 REASONS
WHY YOU SHOULD USE
COLLIERS INTERNATIONAL
AS YOUR BROKERAGE FIRM




Colliers International - Las Vegas continually ranks as one of the top commercial real estate brokerage firms in Las Vegas.

*Vic Donovan
Sr Managing Partner*

Jennifer Alesia	Robert Hatrak	Greg Pancirov
Dean Argier	Kristen Hynes	Spencer Plinter
Michael Argier	Paul Hoyt	Chris Poesse
Susan Borst	Michael Hurston	Alicia Pulido
Jilbyn Bortz	Chris Jensvold	Brian Riffel
Gemi Bramley-Smith	Gina Jones	Alex Rodrigo
Shelly Caspers	Dean Kaufman	Marge Ruderman
Cresencio Coligado	Sonia Kelly	Vera Lynn Sanchez
Kevin Collara	Jennifer Kilpatrick	Renae Russo
George Connor	John Kilpatrick	Margery Schule
Keith Cubba	Suzette LaGrange	John "Matt" Stater
Mike DeLew	Scott Larsen	Laurie Stevens
Patti Dillon	Gretchen Lee	Marie Stiles
Dan Doherty	Chris Lobello	Lizz Stille
Delia Dominguez	Michael Mack	Tom Stille
Kyle Eigenman	Adam Malan	Michael Stuart
Gus Enegren	Scott Marker	Paul Sweetland
Lori Ferrario	Jimmy Marsh	Taber Thill
Dave Frear	Pat Marsh	Robert Torres
Scott Gragson	Ryan Martin	Grant Traub
David Grant	Patrick McNaught	Barbara Ulagalelei
Trish Grant	Mike Mixer	Rebecca Wachter
Jeff Graves	Eric Molfetta	Patricia Watts
Kimberlee Hamilton	Chantal Olayo	Jesse Welling
Laura Hart	Daniel Palmeri	Jared Werline
	Rhonda Panciro	

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commitment

confidence

COLLIERS INTERNATIONAL

Done Deal.

The above are a few of the ads from 2007 and 2008 that we liked the look and or message of. Ultimately, we wanted to do something that conveyed the same idea, but had a unique and fresh look.

Branding Ads



THE RIGHT PLACE FOR...
OFFICE SERVICES

PERFECTION | EXPERIENCE | FOCUS | DISCIPLINE

These traits define the Office Division of Colliers International in Las Vegas. The team thoroughly evaluates the long-range impact of real estate decisions, earning its members a reputation as leaders in project leasing and tenant representation.

Visit us online to see how Colliers can help your business: www.lvcolliers.com/lvoffice

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COLLIERS INTERNATIONAL

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THE RIGHT PLACE FOR...
RETAIL SERVICES

EVERYTHING YOU NEED IN RETAIL SERVICES

The Retail Group at Colliers International in Las Vegas maintains the area's most complete database of the Las Vegas metropolitan area. Utilizing the latest in demographics, traffic reports and mapping software we're structured to accommodate your needs, whether you're a landlord, tenant, owner or buyer.

Visit us online to see how Colliers can help your business: www.lvcolliers.com/lvretail

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THE RIGHT PLACE FOR...
PROPERTY MANAGEMENT

PROVIDING VALUE & ASSET STABILIZATION

The Property Management Division at Colliers International in Las Vegas operates properties in a decentralized fashion, getting the manager and accountant close to the real estate. And, our extensive background with distressed properties allows us to offer sound economic solutions to challenging problems.

Visit us online to see how Colliers can help your business: www.lvcolliers.com/lvrem

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THE RIGHT PLACE FOR...
INDUSTRIAL SERVICES

STAYING AHEAD OF THE CURVE

The Industrial Division at Colliers International in Las Vegas strategically responds to rapid changes within the industrial market with intelligent strategies and flawless service. Our service and ideas go beyond the norm, making our team Southern Nevada's leader.

Visit us online to see how Colliers can help your business: www.lvcolliers.com/lvindustrial

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The primary message we wanted to get across in our branding campaign was that we were not simply a business offering services, but rather people servicing our clients. The concept of the ads was to show the "faces behind the divisions". The distribution for this was In Business Magazine, one of the most popular business magazines in Southern Nevada. 4 of the 6 ads are shown above - REMS was ran twice.

Chamber Ads

THE RIGHT PLACE FOR...
COMMERCIAL REAL ESTATE

Office | Industrial | Land | Retail | Mixed-Use
 Tenant Representation | Investment Services
 Property Management


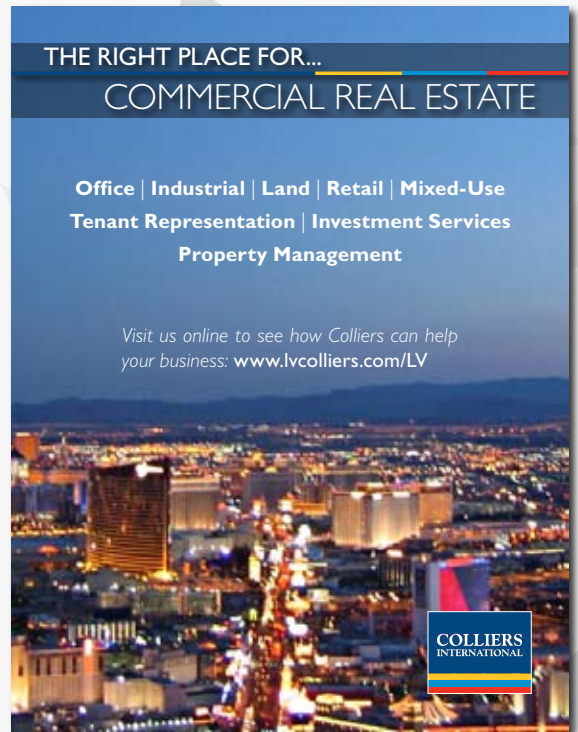
Visit us online to see how Colliers can help your business: www.lvcolliers.com/LV




THE RIGHT PLACE FOR...
COMMERCIAL REAL ESTATE

Office | Industrial | Land | Retail | Mixed-Use
 Tenant Representation | Investment Services
 Property Management

Visit us online to see how Colliers can help your business: www.lvcolliers.com/LV

THE RIGHT PLACE FOR...
COMMERCIAL REAL ESTATE

Office | Industrial | Land | Retail | Mixed-Use
 Tenant Representation | Investment Services
 Property Management

Click the link below or call us today to find out how Colliers can help your business grow
www.lvcolliers.com/Henderson
 702.735.5700




THE RIGHT PLACE FOR...
COMMERCIAL REAL ESTATE

Office | Industrial | Land | Retail | Mixed-Use
 Tenant Representation | Investment Services
 Property Management

Click the link below or call us today to find out how Colliers can help your business grow
www.lvcolliers.com/Henderson
 702.735.5700




THE RIGHT PLACE FOR...
COMMERCIAL REAL ESTATE



Office | Industrial | Land | Retail | Mixed-Use
 Tenant Representation | Investment Services
 Property Management

Visit us online to see how Colliers can help your business: www.lvcolliers.com/NLV




THE RIGHT PLACE FOR...
COMMERCIAL REAL ESTATE



Office | Industrial | Land | Retail | Mixed-Use
 Tenant Representation | Investment Services
 Property Management

Visit us online to see how Colliers can help your business: www.lvcolliers.com/NLV




We chose the North Las Vegas, Las Vegas and Henderson Chamber of Commerce publications to target a very set demographic. We tailored each of the ads to their specific areas, Speedway & Aliante (North), Downtown and Strip (Vegas) and Green Valley Ranch & Horizon Ridge (Henderson). 2 of each of the 3 ads are shown above.

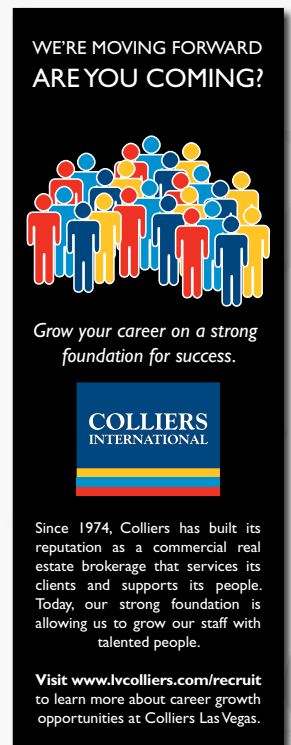
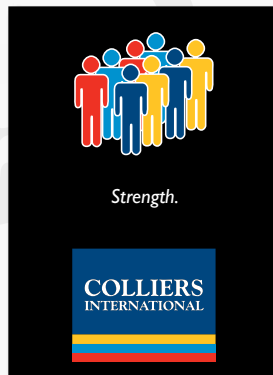
Online Ads



The Las Vegas Sun was the news site we chose to advertise our website on. All ad banners were created in either flash or animated gif formats and also appeared in the e-newsletters (e-bizclick) sent out monthly. The links directed viewers to our featured property page. 3 of the 5 types of ads are shown above.

Recruitment Ads

Consecutive Print Ads



Online Ad



For our recruitment campaign we were able to negotiate for 3 consecutive pages of ad space. This allowed us to place consecutive ads showing growth and work as a teaser within the publication. We again chose In Business to place our ads in. *All ads are shown.*

The online version of the ad linked to our recruitment page and was included in the PropertyLine e-newsletters. *All ads are shown.*