

insignia gardens Newwork, October 2006-April 2007

marketing & website development

Client: Casablanca Development & Liberty Realty

Status: Marketing brochures & website complete, 29 of 30 units sold

Insignia Gardens is a 4-story mixed-use building in the heart of North Bergen, NJ that contained 30 new 1- and 2-bedroom condominium units. The developer, Casablanca Development, hired Newwork to develop the building's marketing campaign. I conducted demographic research and determined three target market groups and worked with a local realtor to develop a marketing strategy. Our multimedia team designed all of the materials including the brand identity concept, logo, advertising slogans, graphic floorplans, photographic styling, brochures, postcards, building banners, print advertising, virtual tour and website. I coordinated all communications and data exchanges between the client and the multimedia group, oversaw the photo styling and wrote all the copy for the brochures and website.



Page examples from the website.



Front cover and inside photo spread for the sales packet.

Price List

Unit #	Style	Size (SF)	Price	Price/SF	BR	Den
201	1	1,430	\$419,900	\$294	1+den	SE
202	2	1,319	\$399,900	\$303	1+den	
203	3	1,289	\$394,900	\$304	1+den	
204	4	1,084	\$304,900	\$281	1	
205	5	1,376	\$419,900	\$305	2	SW
206	6	1,537	\$444,900	\$289	2	NW
207	7	1,831	\$469,900	\$256	2	
208	8	1,415	\$419,900	\$297	2	
209	9	1,309	\$399,900	\$305	2	
210	10	1,101	\$309,900	\$281	1	NE
301	1	1,430	\$424,900	\$296	1+den	SE
302	2	1,319	\$404,900	\$307	1+den	
303	3	1,289	\$399,900	\$308	1+den	
304	4	1,084	\$309,900	\$285	1	
305	5	1,376	\$424,900	\$309	2	SW
306	6	1,537	\$449,900	\$293	2	NW
307	7	1,831	\$469,900	\$258	2	
308	8	1,415	\$424,900	\$300	2	
309	9	1,309	\$404,900	\$308	2	
310	10	1,101	\$314,900	\$286	1	NE
401	1	1,430	\$429,900	\$301	1+den	SE
402	2	1,319	\$409,900	\$311	1+den	
403	3	1,289	\$405,900	\$312	1+den	
404	4	1,084	\$315,900	\$291	1	
405	5	1,376	\$429,900	\$312	2	SW
406	6	1,537	\$459,900	\$297	2	NW
407	7	1,831	\$479,900	\$262	2	
408	8	1,415	\$429,900	\$304	2	
409	9	1,309	\$409,900	\$313	2	
410	10	1,101	\$320,900	\$291	1	NE

*All numbers are subject to change.

Type 1
One Bedroom / Two Bath
Approx 1,420 Square Feet

*All dimensions are approximate.

Type 9
One Bedroom / Two Bath
Approx 1,300 Square Feet

*All dimensions are approximate.