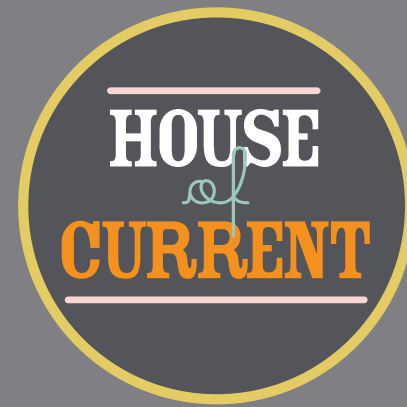


  
PACIFIC PLACE



# HOUSE RULE

---

START AT THE  
BEGINNING.

**1. STATEMENT OF QUALIFICATIONS**  
INCLUDING IN-HOUSE VERSUS OUTSOURCED SERVICES.



who is  
house of  
current?

PRINCIPALS HAVE BEEN  
A TEAM FOR 20+ YEARS,  
FORMED AGENCY IN 2011

FEMALE-OWNED,  
FULL SERVICE  
ADVERTISING AGENCY

RETAIL SPECIALISTS IN  
BRANDING, DESIGN,  
INTERACTIVE, AND  
MARKETING

BOUTIQUE SIZE,  
BIG THINKING

EXTENSIVE KNOWLEDGE  
OF RETAIL AND  
SHOPPING CENTER  
INDUSTRY

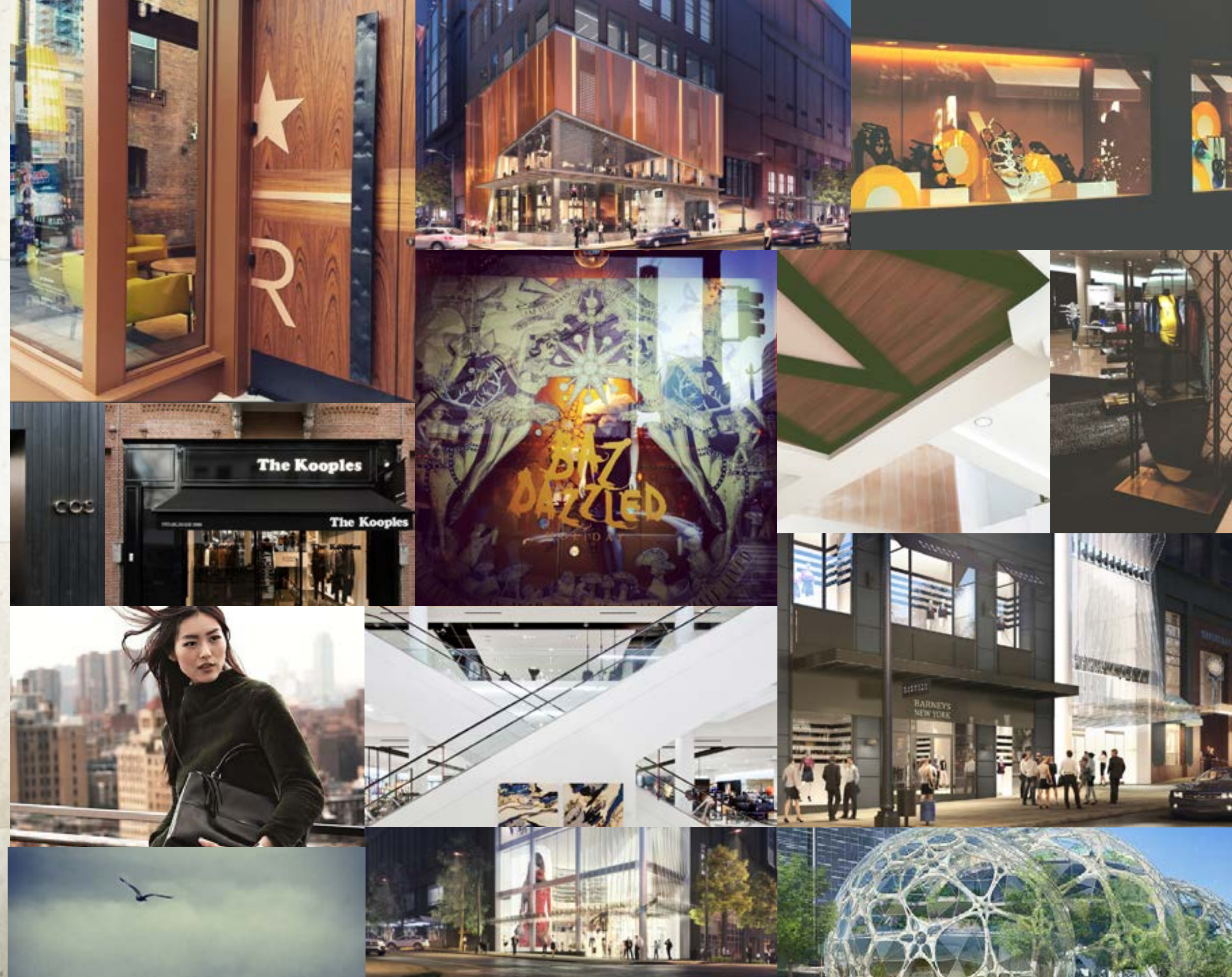
YOU DON'T GET TO 25 YEARS IN BUSINESS WITHOUT DOING SOMETHING RIGHT. WENDY LOWDEN & LISA MALOOF HAVE SPENT 20+ YEARS WORKING TOGETHER, AT A VARIETY OF AGENCIES, BEFORE FINALLY MAKING THE LEAP TO LAUNCH THEIR OWN COMPANY IN 2011. THEIR MOTTO "**WORK HARD AND BE NICE TO PEOPLE**" HAS SERVED THEM WELL, BOTH IN THE HIRING OF TALENTED PEOPLE AND RETAINING CLIENTS FOR THE BULK OF THE TWO DECADES SPENT AS A DYNAMIC DUO.

**HARD WORK AND A PASSION FOR ALL THINGS RETAIL** KEEP THEM BRINGING THE "LATEST AND GREATEST" IDEAS IN BRANDING, B2B, DESIGN, EXPERIENTIAL AND MARKETING, WITH JUST AS MUCH EXCITEMENT ABOUT THEIR WORK TODAY AS THEY WERE AT THE VERY START.





we speak retail.





# we are **your** partner.

A TRUE PARTNER.  
WE'VE INVESTED 2 YEARS OF TIME AND CREATIVE BRAINPOWER INTO FACING THE CHALLENGES OF A CHANGING RE-DEVELOPMENT PLAN, AND IMMERSING OURSELVES IN SEATTLE'S UNIQUE LANDSCAPE. **WE KNOW PACIFIC PLACE.** WE KNOW YOUR MARKET. WE KNOW WHERE YOU ARE, AND WHERE YOU ARE GOING.



## LOOK WHAT WE'VE ACCOMPLISHED TOGETHER:

CREATED AN INTERIM CAMPAIGN THAT WAS RECOGNIZED BY ICSC AS A FINALIST IN THE HIGHLY COMPETITIVE ADVERTISING CATEGORY

DEVELOPED "DIFFERENCE MAKERS," A MARKETING PLATFORM TO TAKE PACIFIC PLACE TO THE NEXT LEVEL

CREATED THE ELK FERRY MARKET NAME AND LOGO

DESIGNED THE NEW PACIFIC PLACE LOGO

LAUNCHED A NEW RESPONSIVE WEBSITE

**JUST TO SCRATCH THE SURFACE...**



#2

PAC PLACE POP-UP



COMPETENCIES DEVELOPED  
WHILE SPECIALIZING IN RETAIL  
MARKETING FOR 25 YEARS:

BRANDING	DIGITAL
PRINT ADS	SOCIAL MEDIA
DIRECT MAIL	IN-MALL SIGNAGE & COLLATERAL
OUTDOOR	E-MAIL MARKETING
RADIO	LEASING COLLATERAL
TV/VIDEO	WEBSITE DESIGN

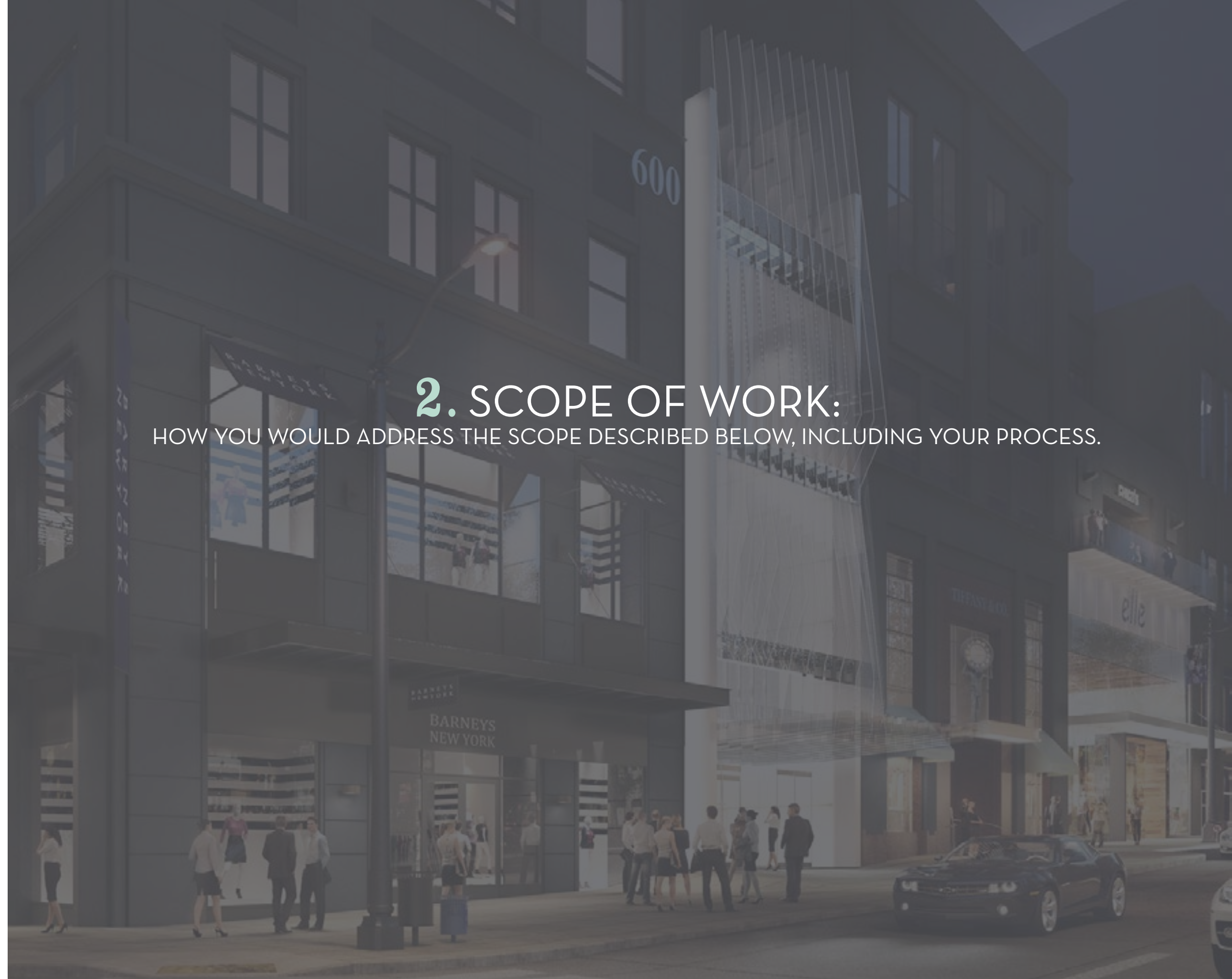
AS A FULL SERVICE AGENCY,  
WE HANDLE ALL THE  
FOLLOWING ASPECTS IN-HOUSE:

ACCOUNT MANAGEMENT  
CREATIVE DEVELOPMENT  
COPYWRITING  
STRATEGIC PLANNING  
PRODUCTION / PRINT MANAGEMENT

WE TEAM UP WITH  
THE BEST IN THE  
BUSINESS TO OUTSOURCE  
SPECIFIC JOBS INCLUDING:

PHOTOGRAPHY  
PRINTING  
MEDIA BUYING  
VIDEO EDITING  
PROGRAMMING





## 2. SCOPE OF WORK:

HOW YOU WOULD ADDRESS THE SCOPE DESCRIBED BELOW, INCLUDING YOUR PROCESS.



# how we work : the HOC process



PLEASE INCLUDE A TIMELINE OF  
DEADLINES TO MEET THE MILESTONES  
LISTED BELOW.



# DEVELOPMENT TIMELINE

HOC RECOMMENDS AN INTERIM LEASING BROCHURE FOR USE DURING NY ICSC, 12/5 -12/6. THE TIMELINE REFLECTS THIS RECOMMENDATION.

## OCTOBER

MID OCTOBER  
HOUSE OF CURRENT IS SELECTED!

WEEK OF 10/17  
KICK OFF MEETING IN SEATTLE

WEEK OF 10/24  
PRESENT INTERIM MOODBOARDS TO PACPLACE TEAM

INTERIM MOODBOARD APPROVAL

WEEK OF 10/31  
PRESENT INTERIM WRITTEN CONCEPTS BASED OFF WINNING INTERIM BOARD

APPROVAL OF INTERIM WRITTEN CONCEPT

PRESENT DESIGN COMPS FOR INTERIM LEASING BROCHURE

APPROVAL OF DESIGN COMPS FOR INTERIM LEASING BROCHURE

## NOVEMBER

WEEK OF 11/8  
INTERIM BROCHURE DESIGN (PLACING REAL IMAGERY)

APPROXIMATELY 5 BUSINESS DAYS

PRINTING OF BROCHURE (10 DAYS FROM APPROVAL TO IN-HAND)

## DECEMBER

DELIVER COMPLETED BROCHURE AND WEB SITE PRIOR TO NY ICSC, 12/5 -12/6

WEEK OF 12/5  
PRESENT B:B MOODBOARDS TO PACPLACE TEAM

B:B MOODBOARD APPROVAL

WORK ON CREATIVE BRIEF FOR B:C CAMPAIGN BEGINS

WEEK OF 12/12  
PRESENT B:B WRITTEN CONCEPTS BASED OFF WINNING BOARD

APPROVAL OF B:B WRITTEN CONCEPT

WORK ON CREATIVE BRIEF FOR B:C CAMPAIGN CONTINUES

WEEK OF 12/19  
PRESENT CREATIVE BRIEF FOR B:C CAMPAIGN

RECESS FOR HOLIDAYS

## JANUARY

WEEK OF 1/09  
PRESENT DESIGN COMPS FOR B:B LEASING BROCHURE

PRESENT CONCEPTS + MOODBOARDS for B:C CAMPAIGN

APPROVAL TO MOVE FORWARD WITH OFFICIAL PHOTOSHOOT ESTIMATE

WEEK OF 1/16  
FEEDBACK TO HOC FROM CLIENT ON B:C CONCEPTS (OR SOONER)

APPROVAL OF DESIGN COMPS FOR B:B LEASING BROCHURE

WEEK OF 1/23  
FINAL SHOOT ESTIMATE SENT FOR APPROVAL

SIGNED ESTIMATE RECEIVED/ SCHEDULE PHOTOSHOOT

WEEK OF 1/30  
BEGIN WORKING ON LEASING WEB SITE BASED ON APPROVED LEASING BROCHURE

BEGIN ART DIRECTION FOR B:C TOOLKIT

## FEBRUARY

WEEK OF 2/6  
REVIEW SITE MAP

ART DIRECTION FOR B:C TOOLKIT CONTINUES

WEEK OF 2/20  
REVIEW INITIAL SITE DESIGN + COPY

PRESENT ART DIRECTION FOR B:C TOOLKIT

WEEK OF 2/27  
APPROVAL OF LEASING WEBSITE DESIGN + COPY

FEEDBACK TO HOC FROM CLIENT ON B:C ART DIRECTION

## MARCH

WEEK OF 3/6  
PHOTOSHOOT PRE-PRO (APPROX 3-4 WEEKS PRE-PRODUCTION TIME)

BEGIN PROGRAMMING SITE

MAKE B:C EDITS AND PRESENT AGAIN FOR FINAL APPROVAL

WEEK OF 3/13  
PHOTOSHOOT (1 DAY) ROUGH GUESSTIMATES

IN STUDIO- ONE MODEL \$50-60K. (DEPENDING ON QUALITY OF THE MODEL)

ON LOCATION- ONE MODEL \$70-90K. (DEPENDING ON QUALITY OF THE MODEL LOCATIONS, PERMITS NEEDED, ETC.)

## APRIL

WEEK OF 4/03  
B:B BROCHURE DESIGN (PLACING REAL IMAGERY)

APPROXIMATELY 7-10 BUSINESS DAYS

PRINTING OF BROCHURE (20 DAYS FROM APPROVAL TO IN-HAND)

WEEK OF 4/10  
MICRO LEASING SITE LAUNCH

APPROVAL OF B:C ART DIRECTION/ COLLATERAL

FINAL B:C FILES RELEASED

## MAY

WEEK OF 5/1  
B:B BROCHURE IN HAND

### 3. PROPOSED PROJECT TEAM & BIOGRAPHIES





# HOUSE RULE

---

WORK HARD  
AND BE NICE TO  
PEOPLE.

## PACIFIC PLACE A-TEAM

**LISA MALOOF**

PARTNER. CLIENT SERVICES.

**WENDY LOWDEN**

PARTNER. CREATIVE DIRECTOR.

**LAMAR BARTON**

ACCOUNT COORDINATOR.

**SCOTT BRANNON RACHEL ADRAGNA KATIE ANDERSON**

ART DIRECTOR.  
PRODUCTION.

DESIGNER.

WRITER.

WENDY LOWDEN  
PARTNER | CREATIVE DIRECTOR



LISA MALOOF  
PARTNER | CLIENT SERVICES

# make yourself at home

We thought you might like to see where we work.  
Just for fun.

WENDY WILL SPEARHEAD THE DESIGN AND ART DIRECTION OF YOUR CAMPAIGN.

**WENDY IS A MASTER AT:**

- Art directing appealing campaigns
  - Designing engaging websites
    - Choosing typefaces
  - Selecting beautiful color palettes
- Organizing and art directing photo shoots

**SPECIAL SKILLS:**

Making any occasion, room or table look better than you could have imagined with her natural styling abilities. She can also get customer service reps to do whatever she asks.

LISA WILL SERVE AS YOUR PRIMARY CONTACT AND OVERSEE ALL STRATEGIC ASPECTS OF YOUR ACCOUNT.

**COUNT ON LISA TO:**

- Review market research
- Supervise strategic direction
- Coordinate all projects
- Lend an understanding ear and sage advice whenever needed

**SPECIAL SKILLS:**

Finding the best places to dine, sleep and visit no matter the location. Oh, and the all-important wine selection.







4. CASE STUDIES & / OR DESCRIPTION  
OF RELEVANT EXPERIENCE



**HOUSE  
RULE**

---

BE PROUD OF  
YOUR WORK.

we create  
smart work to brand  
retail destinations  
across the country.

THE TERM "EXPERTS" HAS BEEN USED.  
WE APPROACH EVERY PROJECT WITH FOCUS, KNOWLEDGE AND  
EXTENSIVE EXPERIENCE IN CATEGORIES ACROSS THE BOARD.  
VERTICAL RETAIL, TOURISM, RETAIL, LEASING, LUXURY.  
YOU NAME IT, WE'VE KNOCKED IT OUT OF THE PARK.

HERE, SEE FOR YOURSELF...

we understand  
vertical + urban  
properties



# WATER TOWER PLACE | Chicago

8 levels of shopping on The Magnificent Mile. Vertical retail at its finest. Needed a new attitude.



exterior directional column signage



bay window signage



custom photoshoot incorporating the iconic Water Tower building.





## BLOCK 37 | Chicago

*When you have zero name recognition as a new player in the heart of Chicago's loop, we incorporate your address into every headline.*

custom photoshoot incorporating iconic Chicago locations as well as the 5-level property.



bus king



directional barricades



bus shelter



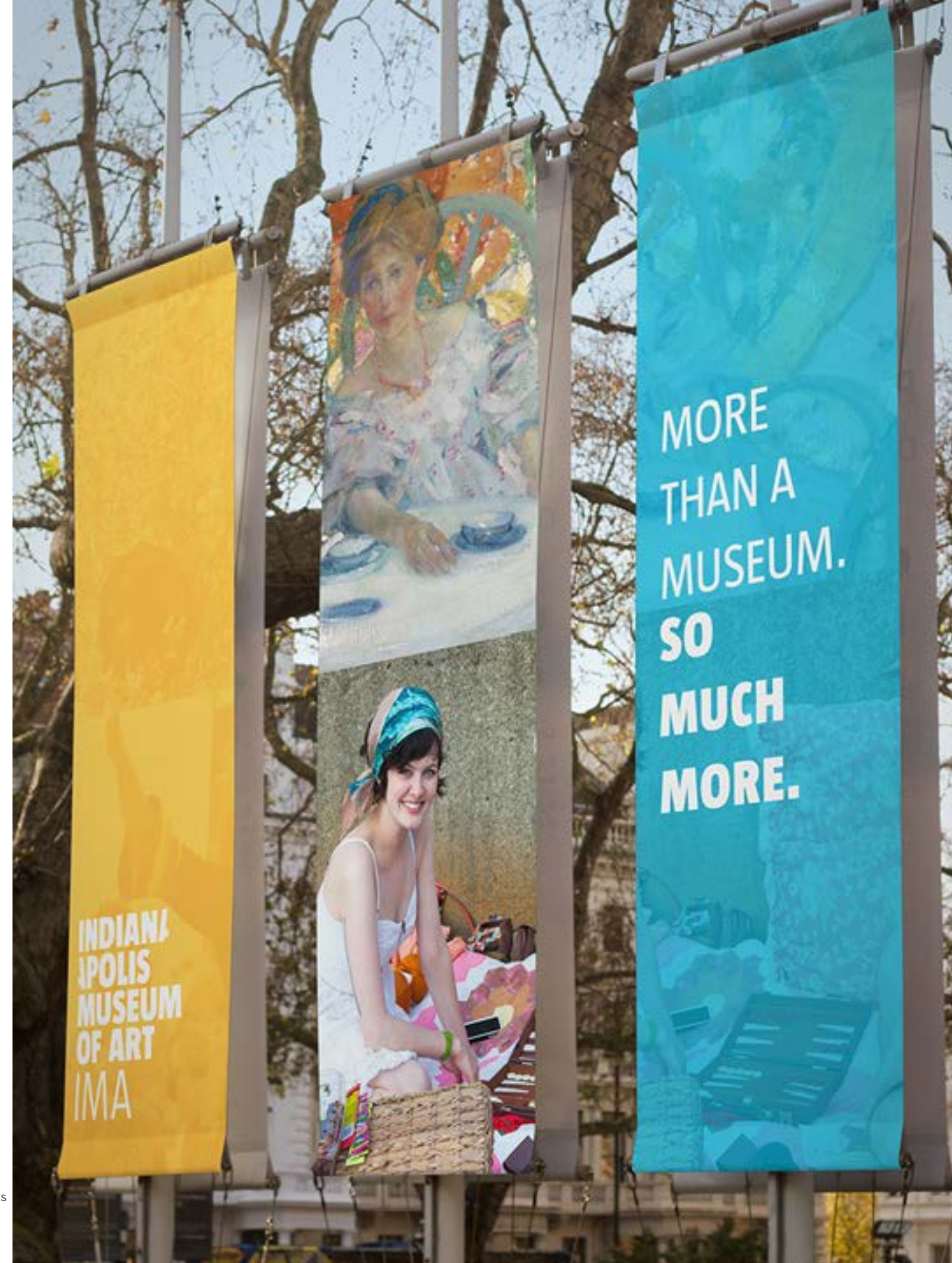
we understand  
tourism



# INDIANAPOLIS MUSEUM OF ART Indianapolis

Landmark museum in Indianapolis needed a refresh to express all that is has to offer (can you say 100 acres of walking trails?) It quite literally is more than a museum. So much more.

outdoor banners



magazine ads



outdoor



# FASHION SHOW | Las Vegas

On the Vegas Strip, you can find casinos, and the best dining and entertainment options. But what you can't find anywhere else is a fashion destination focused solely on fashion. This is where we come in.

90 foot video running on the Las Vegas Strip



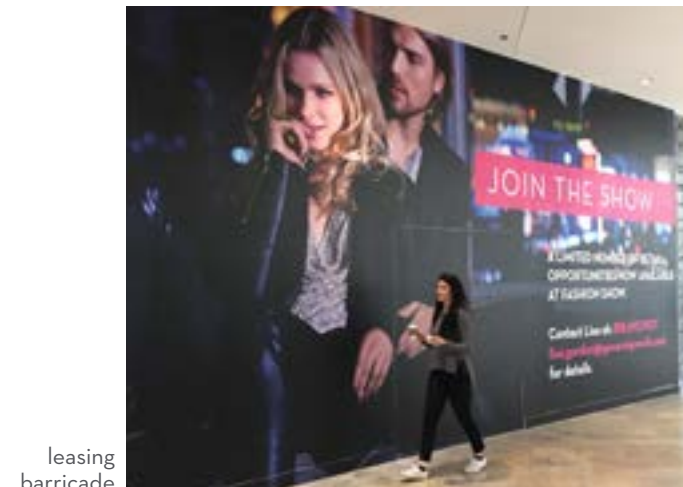
magazine spread



branded bus



branding, directional stairway



leasing barricade



building banner



we understand  
luxury



# GRAND CANAL SHOPPES | Las Vegas

Where entertainment meets fashion, not to mention world renowned chefs and dining options, on a Vegas-sized grand scale.



magazine spread



building facade



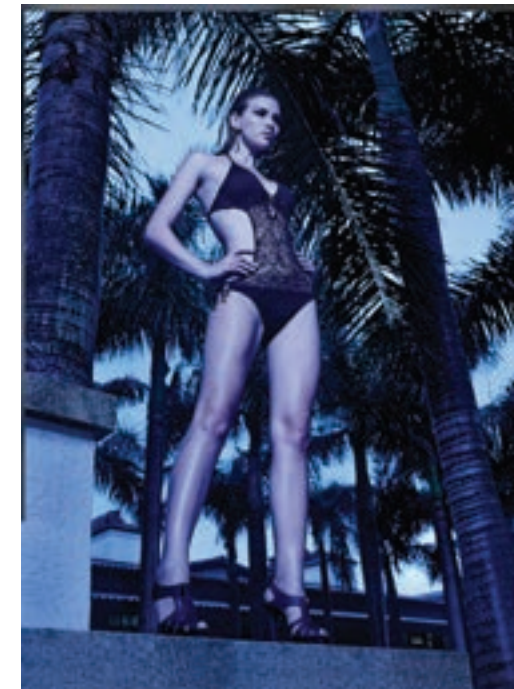
transit





# VILLAGE OF MERRICK PARK | Coral Gables

*Village of Merrick Park has the world's best luxury brands, located outside Miami and shot on location at their breathtaking tropical property. Miami Heat indeed.*



magazine spread

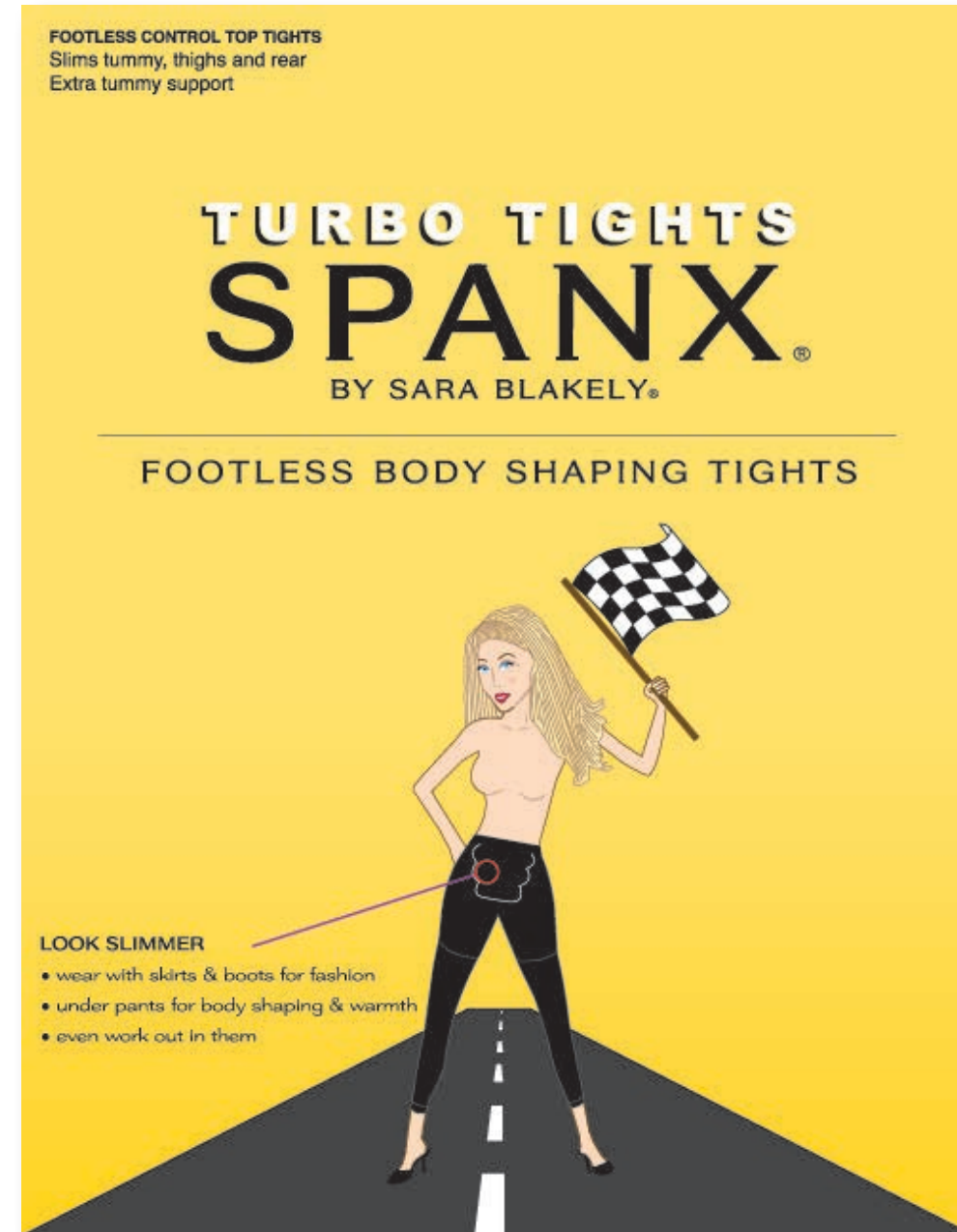
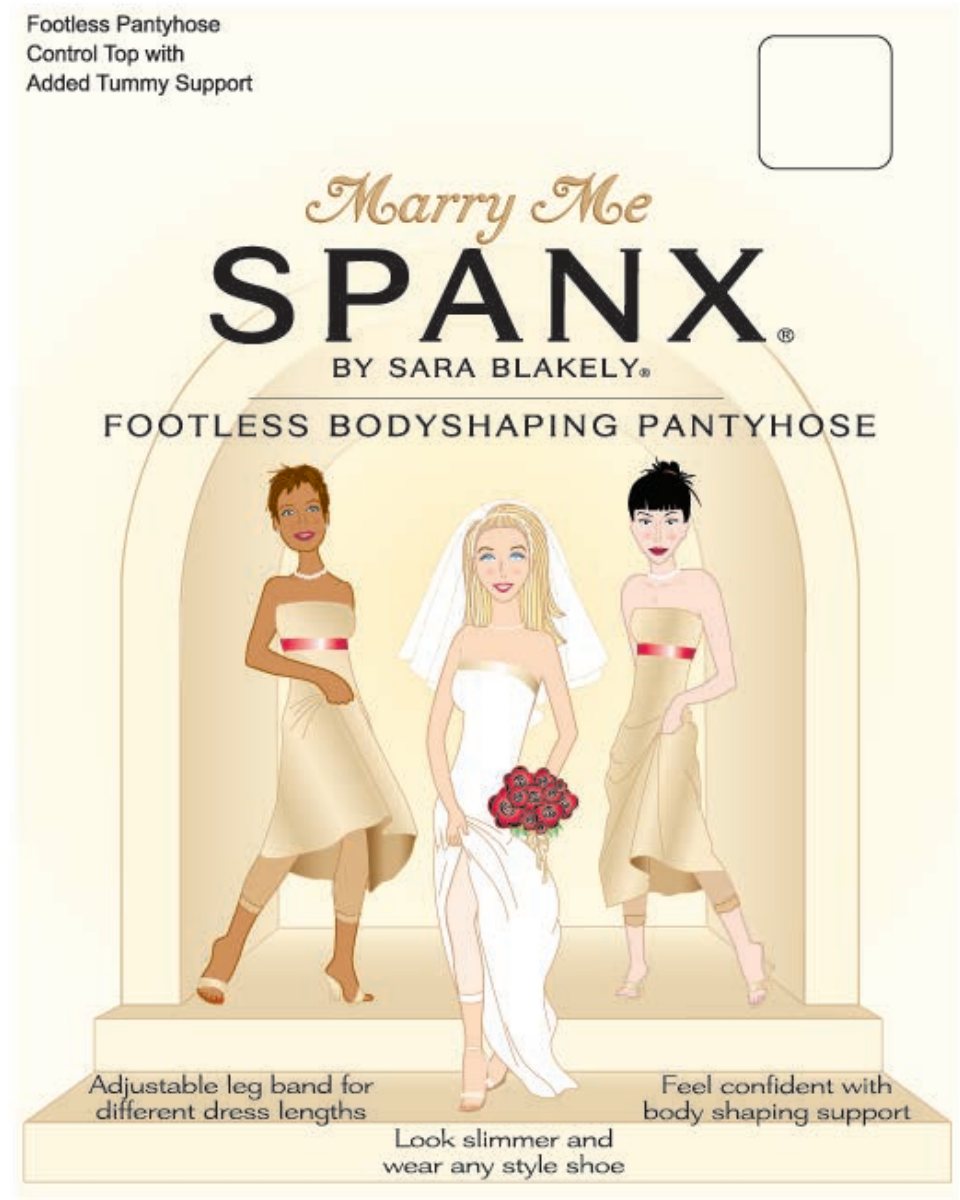


we understand  
retail



# SPANX

Providing women confidence is a great thing. And SPANX has become a global brand at a rapid pace. We were trusted to create packaging for many of their top-selling items, giving them the same image boost that they give the rest of us.







# VON MAUR

The only family-owned Department Store remaining in the US (and expanding into new markets) asked HoC to upgrade their identity to appeal to better brands to be carried in their stores. That turned into a 5-years-and-running relationship that has solidified our role as their go-to project gurus.



magazine ad



brand awareness piece geared towards designers



fall beauty catalog



we understand  
leasing



# GLENDALE GALLERIA | Los Angeles

*If you want fashion brands, you need to be fashionable. The West Coast leasing team hired HoC to upgrade their identity, and lured Bloomingdale's, just to name one.*



leasing brochure





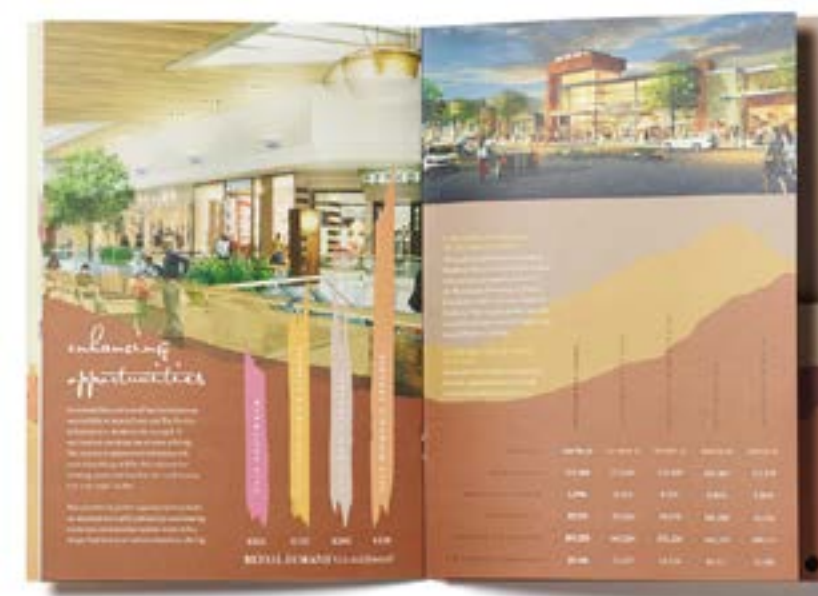


# SOUTHWEST PLAZA | Denver

A tired Denver center undergoes a complete identity change. Attracting the "Free People" clientele was our mission. And we succeeded.



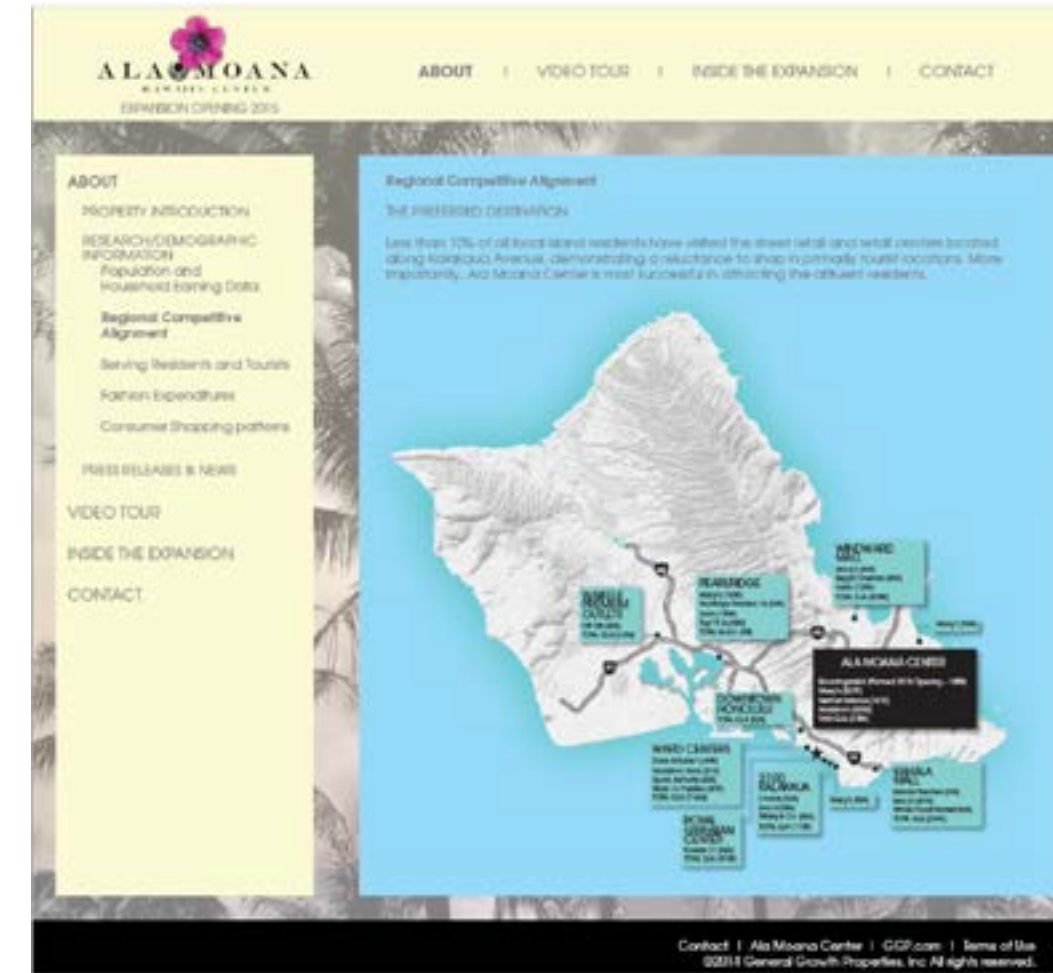
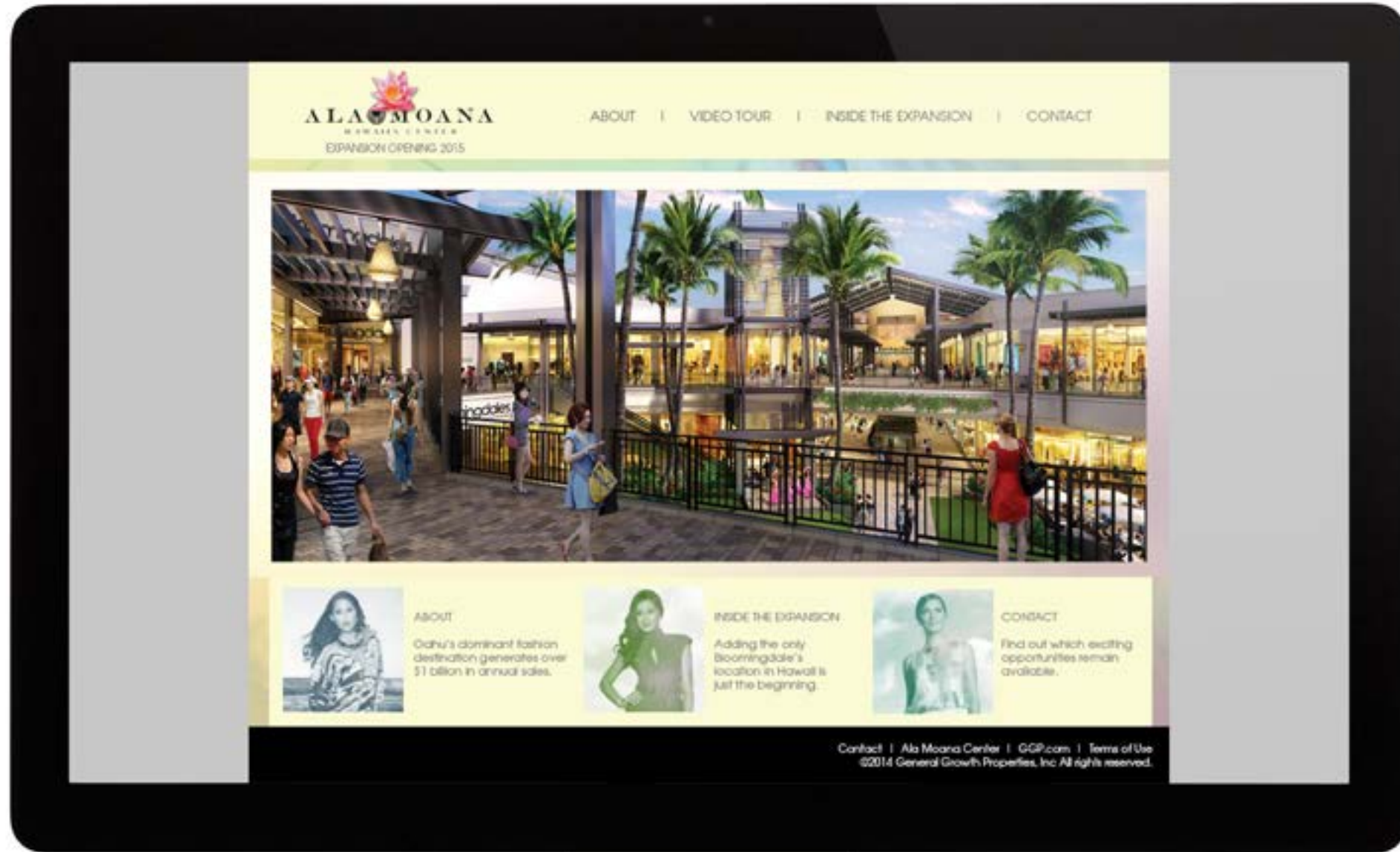
leasing brochure & usb card





# ALA MOANA | Hawaii

When the best in luxury shopping centers calls, you answer. (Even with a 6 hour time difference).  
HoC created a leasing microsite used to attract even more luxe retail to an already mind-blowing collection.





# EAT STREET | Orlando

The logical next step for Orlando's most "anti-ordinary" shopping destination was to bring to life the Food Hall that locals and tourists alike had been craving. Currently under development, Eat Street needed leasing materials to fit their quirky, attention-grabbing identity.





relevant  
case studies



HOUSE OF CURRENT CREATED THE “SHOPPING ELEVATED” CAMPAIGN TO APPEAL TO THE DIVERSE TARGET BASE OF LOCALS, SURROUNDING OFFICE WORKERS AND THE BUSTLING TOURIST MARKET. THIS CONCEPT POSITIONS WTP AS AN ICONIC DESTINATION THAT ELEVATES CHICAGO’S RETAIL SCENE. THE CAMPAIGN’S SIMPLE YET BOLD COMPOSITION GIVES SHOPPERS AND TOURISTS A SENSE OF THE WONDERFUL EXPERIENCE THAT AWAITS THEM AT WTP. STORE NAMES ARE PROMINENTLY DISPLAYED IN A VERTICAL LISTING THAT CONVEYS THE SENSE OF SCALE FOUND IN THE CENTER.

## Water Tower Place



WHEN THE BUILDING IS AS ICONIC AS THE FASHION BRANDS INSIDE, YOU MERGE BOTH TO CREATE NEW CAMPAIGN IMAGES AS ELEVATED AS THE EXPERIENCE.



THIS DISTINCTIVE HIGH-RISE CENTER IS LITERALLY A SHOPPING LANDMARK ON CHICAGO’S MAGNIFICENT MILE. THE PROPERTY’S SIGNATURE 8 LEVEL ATRIUM CREATES AN AURA THAT DRAWS IN LOCALS AND TOURISTS ALIKE. HOWEVER, THERE IS MORE TO WATER TOWER PLACE THAN THIS SHINING FAÇADE. THE CENTER HAS RECENTLY ADDED DOZENS OF NEW FASHION TENANTS INCLUDING A FOREVER 21 FLAGSHIP, CUSP BY NEIMAN MARCUS, ARITZIA, COACH AND LACOSTE. WITH SUCH A DRAMATIC CHANGE IN THEIR TENANT MIX, THEY WERE IN NEED OF A REFRESHED LOOK AND FEEL.



A UNIQUE PHOTOGRAPHY APPROACH WAS USED TO LINK THE CENTER'S ICONIC SOARING ARCHITECTURE DIRECTLY TO THEIR NEW FASHION IMAGE. HOUSE OF CURRENT ORCHESTRATED BOTH THE ON-SITE ARCHITECTURAL PHOTOSHOOT AND THE IN-STUDIO FASHION SHOOT. HIGH DEFINITION VIDEOS WERE ALSO PRODUCED WHICH RUN ON VIDEO SCREENS THROUGHOUT THE PROPERTY TO PROMOTE STORE NAMES AND ENCOURAGE CROSS SHOPPING.



THE CAMPAIGN HAS MADE A DRAMATIC IMPACT ON MICHIGAN AVENUE AND CASTS WATER TOWER PLACE IN A WHOLE NEW LIGHT.





CONFIDENCE,  
ASPIRATION &  
BEAUTY  
ARE VITAL TO FORMING  
EFFECTIVE EMOTIONAL  
CONNECTIONS WITH  
FEMALE SHOPPERS.



GLENDALE  
GALLERIA





WHEN GLENDALE GALLERIA EMBARKED ON A LONG-AWAITED AND AMBITIOUS RENOVATION, HOUSE OF CURRENT WAS SELECTED TO BUILD EXCITEMENT AND POSITION THE CENTER AS THE LUXURY DESTINATION IT WAS BECOMING. WE CREATED A FULL COLLATERAL PACKAGE TO SUPPORT THE LEASING TEAM IN ATTRACTING A LUXURY TENANT BASE TO PARTNER WITH THE OPENING OF BLOOMINGDALE'S.



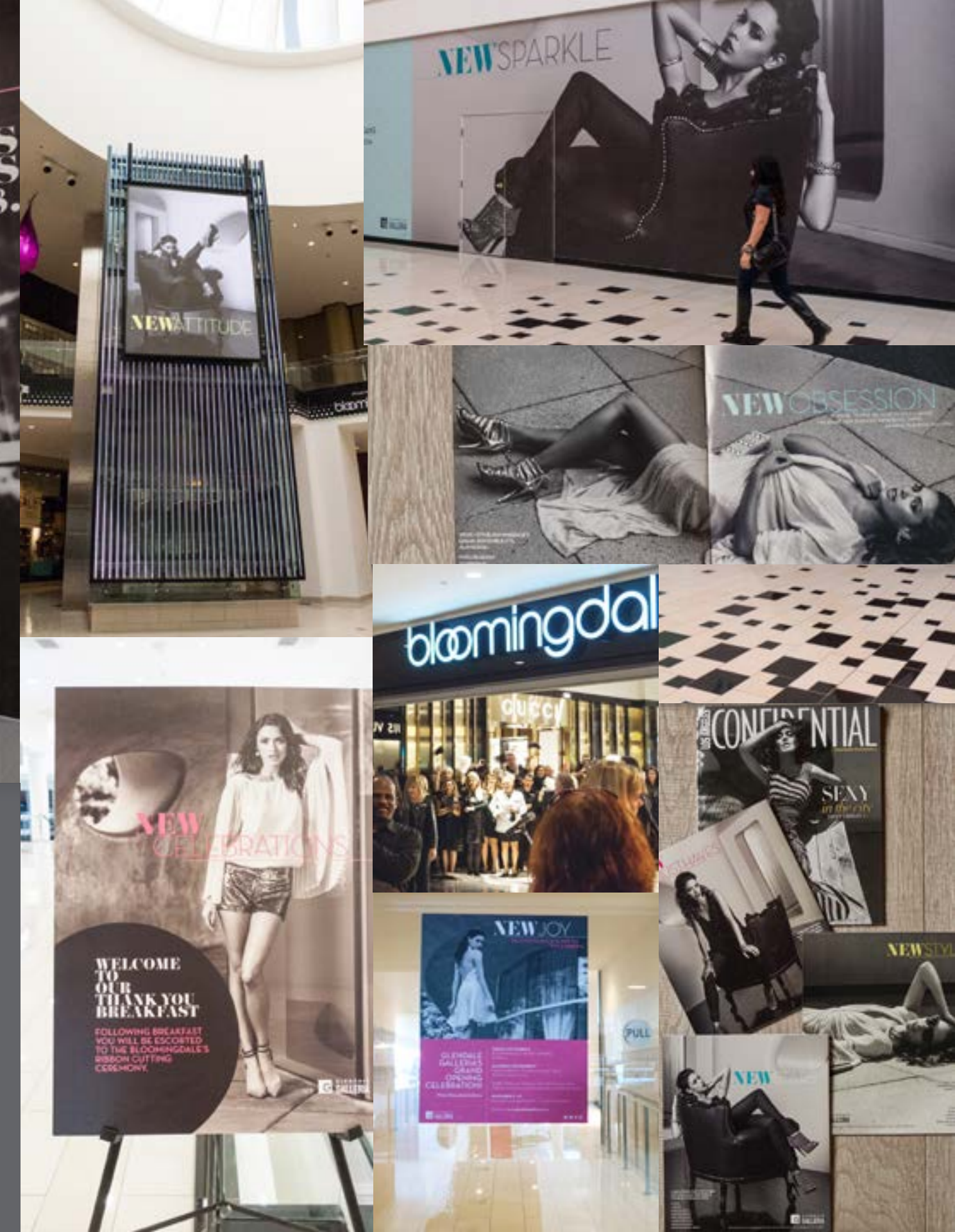
THE MOVING FORWARD LEASING THEME PRESENTED A POSITIVE, DYNAMIC IMAGE AND DOVETAILED SEAMLESSLY WITH THE CONSUMER CAMPAIGN FOR BRAND CONSISTENCY. A CUSTOM PHOTOSHOOT PRODUCED A SUBSTANTIAL LIBRARY OF EDGY FASHION IMAGES THAT ARE REFLECTIVE OF THE HIP LUXURY BRANDS GLENDALE GALLERIA HOPED TO ADD TO ITS RETAIL MIX.





WE THEN DEVELOPED THE MORE FASHIONABLE "NEW" CAMPAIGN TO PROMOTE THE ARRIVAL OF BLOOMINGDALE'S AND THE CENTER'S GRAND REOPENING. A MAJOR IMPACT WAS ACHIEVED WITH MAGAZINE SPREADS AND OVERSIZED DIRECT MAIL PIECES AS WELL AS A FULL COMPLEMENT OF IN-MALL COLLATERAL.

THIS CAMPAIGN UTILIZES SOPHISTICATED LAYOUTS AND PROVOCATIVE HEADLINES SUCH AS "NEW OBSESSION" AND "NEW GLAMOUR" TO COMMUNICATE ALL THE EXCITING CHANGES THAT OCCURRED AT GLENDALE GALLERIA. THE FASHION PHOTOGRAPHY WAS SHOT ON LOCATION IN A LUXURIOUS HOME WITH STYLISH, CONTEMPORARY FURNISHINGS. A FULL SPECTRUM OF FASHION WAS CAPTURED, FROM HIP JEANS TO ELEGANT GOWNS.



IN ADDITION TO PARTNERING WITH OUR CLIENT AT GLENDALE GALLERIA, HOUSE OF CURRENT ALSO WORKED CLOSELY WITH THE CREATIVE LEADERS AT BLOOMINGDALE'S TO ENSURE ALL MATERIALS MET THEIR EXACTING STANDARDS. FOR THE SHOOT, WE PARTNERED WITH THE BLOOMINGDALE'S STYLISTS AND PULLED WARDROBE FROM THEIR FLAGSHIP NEW YORK STORE.



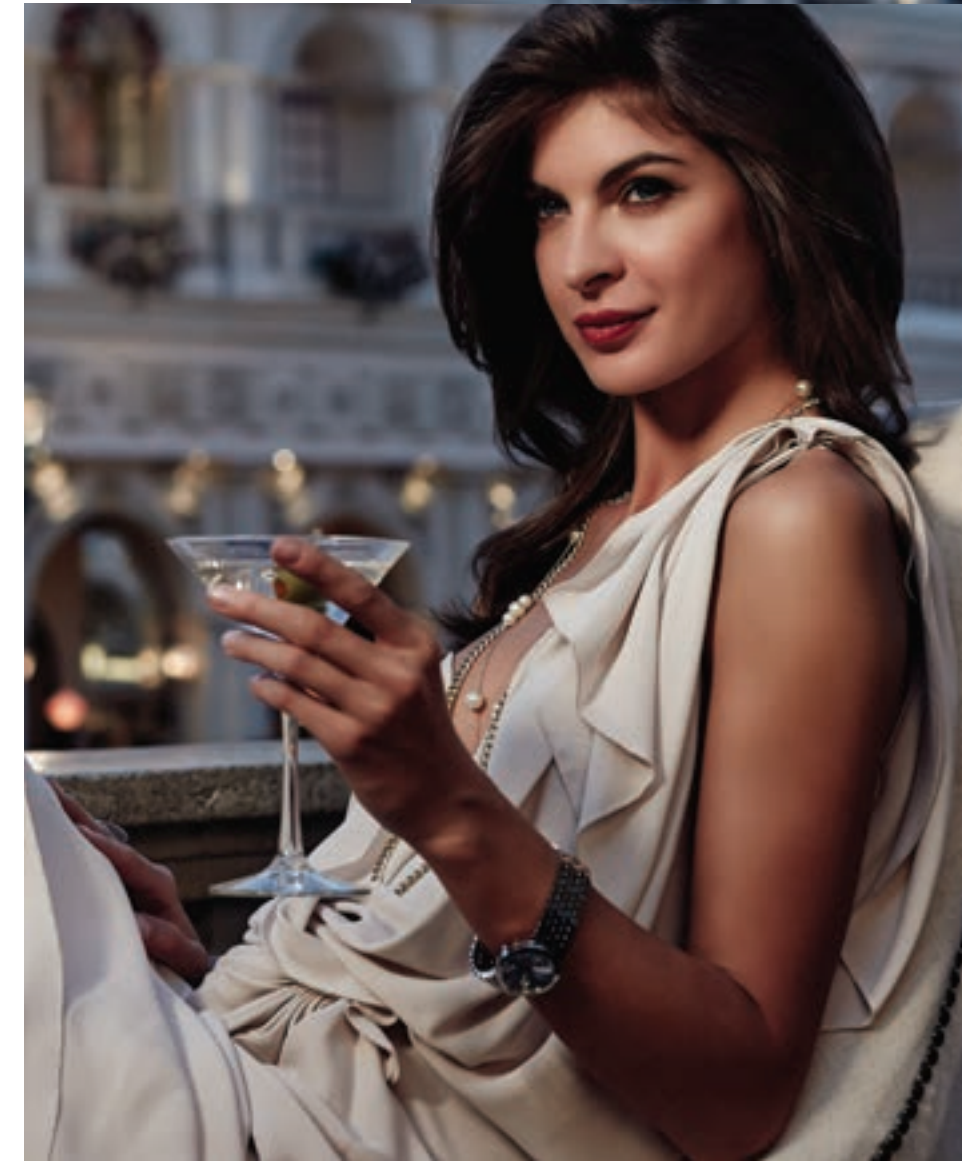


CONVEYING THE ESSENCE OF A DESTINATION'S EXPERIENCE IS THE KEY TO CAPTURING THE ATTENTION OF A FLUID TOURIST MARKET.

## GRAND CANAL SHOPPES



HOUSE OF CURRENT WAS TASKED TO CREATE A NEW CONSUMER MARKETING CAMPAIGN TO REBRAND THE GRAND CANAL SHOPPES AND THE SHOPPES AT THE PALAZZO AS A SINGLE SHOPPING AND DINING DESTINATION.



THE FACT THAT THESE TWO STELLAR PROPERTIES WERE JOINING FORCES UNDER ONE COHESIVE BRAND WAS BIG NEWS. TOGETHER, THESE PROPERTIES OFFER A COMPELLING, MUST-SEE EXPERIENCE. THE RANGE OF SHOPS AND BOUTIQUES, ROSTER OF FAMOUS CHEFS, BEVY OF ENTERTAINMENT AND UNIQUE SETTING TRANSPORT VISITORS TO AN ENTIRELY DIFFERENT STATE OF MIND. THE ADVERTISING SERVES AS THE FIRST STEP ON THIS JOURNEY.

WE CRAFTED THEIR NEW CAMPAIGN TO PROJECT A SOPHISTICATED AND CAPTIVATING IMAGE THAT APPEALS TO TOURISTS AND LOCALS ALIKE. THE CAMPAIGN FEATURES FASHION IMAGES SHOT ON LOCATION AT THE CENTER TO PROVIDE A STRONG AND UNMISTAKABLE VISUAL IDENTITY.



THE "GRAND SCALE" CONCEPT NOT ONLY TIES INTO THE CENTER NAME, BUT ALSO POSITIONS THE CENTER AS A BIGGER-THAN-LIFE EXPERIENCE. EACH AD CONVEYS THE OVERALL MOOD AND EXPERIENCE OF THE CENTER WHILE PROMOTING THE THREE KEY COMPONENTS THAT ATTRACT SHOPPERS AND TOURISTS ALIKE - NAMELY SHOPPING, DINING AND ENTERTAINMENT. THE CLEVER COPY ADDS A WHIMSICAL, CHEEKY TONE TO THE CAMPAIGN. TOGETHER WITH THE FASHION PHOTOGRAPHY SHOT ON LOCATION, THIS CLEARLY COMMUNICATES THE CENTER'S UNIQUE ATTRIBUTES - SUCH AS GONDOLIERS AND STREETMOSPHERE PERFORMERS - IN A MEMORABLE WAY.

WINNER  
GRAPHIS INTERNATIONAL  
DESIGN AWARD.  
RETAIL

STYLE, TASTE AND VENICE ON A GRAND SCALE  
**GRAND CANAL SHOPPES**  
THE VENETIAN | THE PALAZZO

160 SIGNATURE STORES.  
36 WORLD CLASS RESTAURANTS.  
1 UNIQUELY VENETIAN EXPERIENCE.

FENDI  
CUADRA  
DIANE VON FURSTENBERG  
TORY BURCH  
CHRISTIAN LOUBOUTIN  
JIMMY CHOO  
MICHAEL KORS  
BURBERRY  
CANALI  
SUSHISAMBA  
SALVATORE FERRAGAMO  
BAUMAN RARE BOOKS  
TAO ASIAN BISTRO & NIGHTCLUB  
CUT BY WOLFGANG PUCK  
BUDDY V'S RISTORANTE  
WOLFGANG PUCK'S POSTRIO BAR & GRILL  
EMERIL LAGASSE'S DELMONICO STEAKHOUSE  
BARNEYS  
NEW YORK

24-Hour Shopping Line: 702.414.4500 • thegrandcanalshoppes.com



THIS CAMPAIGN RUNS IN PRINT, OUTDOOR, TRANSIT, COLLATERAL AND ON DIGITAL VIDEO SCREENS FROM MCCARRAN INTERNATIONAL AIRPORT TO THE STRIP. THE CAMPAIGN HAS ALSO BEEN RECOGNIZED BY THE PRESTIGIOUS DESIGN MAGAZINE, GRAPHIS - WINNING A SILVER AWARD IN THEIR 2015 ADVERTISING ANNUAL.

STYLE, TASTE AND VENICE ON A GRAND SCALE  
**GRAND CANAL SHOPPES**  
THE VENETIAN | THE PALAZZO

160 SIGNATURE STORES.  
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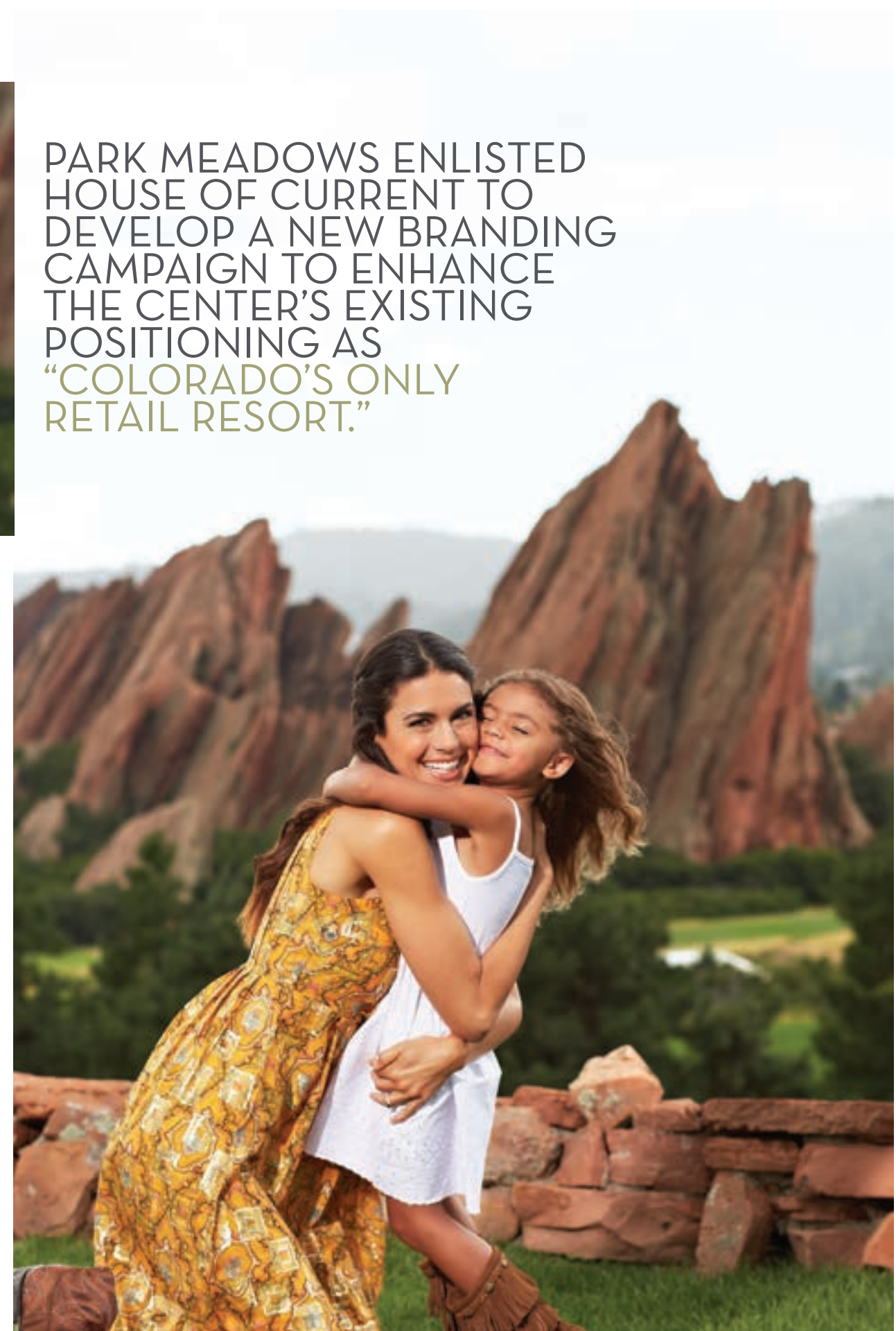


STORE NAMES AND AN INVITING AURA ARE CRUCIAL INGREDIENTS TO SUCCESSFULLY MARKETING A SHOPPING DESTINATION.

PARK MEADOWS



HOUSE OF CURRENT DEVELOPED THIS CAMPAIGN TO POSITION PARK MEADOWS AS THE LEADING REGIONAL SHOPPING CENTER IN THE MARKET WITH DISTINCTIVE RETAILERS AND RESTAURANTS - AS WELL AS A FASHION LEADER THAT IS FRIENDLY, UPSCALE AND LOCATED WITHIN A GRAND MOUNTAIN LODGE ENVIRONMENT.



PARK MEADOWS ENLISTED HOUSE OF CURRENT TO DEVELOP A NEW BRANDING CAMPAIGN TO ENHANCE THE CENTER'S EXISTING POSITIONING AS "COLORADO'S ONLY RETAIL RESORT."



OUR CONCEPT TAKES A RELAXED AND SOMEWHAT HUMOROUS TONE TO DESCRIBE THE UNIQUE MIX OF STYLE AND SURROUNDINGS FOUND AT PARK MEADOWS. WHILE EACH AD HIGHLIGHTS THE WONDERFUL SETTING, THE FOCUS ALWAYS COMES BACK TO SHOPPING AND DINING.

THIS CAMPAIGN WAS CREATED WITH THE CENTER'S ACTIVE AND DIVERSE MEDIA PLAN IN MIND. CORE DELIVERABLES INCLUDE MAGAZINE, NEWSPAPER, DIRECT MAIL, HAND-HELD DIRECTORIES, HOLIDAY GUIDE, IN-MALL SIGNAGE, E-BLAST TEMPLATES AND DIGITAL MEDIA.



A TWO-DAY LIFESTYLE PHOTOSHOOT WAS HELD ON LOCATION IN THE DENVER AREA TO CAPTURE IMAGES FOR USE IN THE CAMPAIGN. THE OVERALL GOAL WAS TO SHOW STYLISH PEOPLE IN BEAUTIFUL OUTDOOR SETTINGS TO CONVEY THE UNIQUE BRAND PERSONALITY OF PARK MEADOWS. HOUSE OF CURRENT WAS ABLE TO COMPLETE 14 DIFFERENT SHOTS, RESULTING IN A LIBRARY OF OVER 20 IMAGES.



A SECOND PHOTO SHOOT WAS HELD ON LOCATION IN BRECKENRIDGE TO CAPTURE WINTERY IMAGES FOR USE DURING HOLIDAY AND WINTER PERIODS. FOR THIS SHOOT, WE WERE GIVEN THE DIRECTION OF "MOUNTAIN LUXURY" TO REFLECT PARK MEADOWS AS THE LEADING UPGRADE FASHION DESTINATION IN THE AREA.





An aerial, grayscale photograph of a city skyline, likely Atlanta, Georgia. The image shows numerous skyscrapers and buildings, with a prominent, dark, angular building in the foreground. The sky is hazy, and the overall tone is muted and professional.

## 5. CONTACT INFORMATION

LISA MALOOF

404.478.2462

[LMALOOF@HOUSEOFCURRENT.COM](mailto:LMALOOF@HOUSEOFCURRENT.COM)

HOUSE OF CURRENT

154 KROG STREET

SUITE 160

ATLANTA, GA 30307

[WWW.HOUSEOFCURRENT.COM](http://WWW.HOUSEOFCURRENT.COM)



6. A PROPOSAL WITH ITEMIZED PRICING  
&/OR A RETAINER FOR CAMPAIGNS

## HOUSE RULE

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KEEP AN EYE ON  
THE BOTTOM LINE,  
BUT STAY FOCUSED  
ON THE BIG  
PICTURE.



# CREATIVE CAMPAIGN: B to B

MARKETING FOR LEASING. TOOLKIT TO LAUNCH IN DECEMBER, 2016.

## TOOLKIT (B-B MARKETING MATERIALS)

Once a campaign is chosen, individual deliverables will be designed and developed on a project basis. A firm estimate will be provided for your approval before each project begins.

## STANDARD PROJECT RATES

ALL RATES ARE FOR HOC TIME ONLY AND DO NOT INCLUDE OUTSIDE SERVICES SUCH AS PHOTOGRAPHY, PRINTING, MEDIA BUYING, POSTAGE OR PROGRAMMING.

## CREATIVE FEE: \$10,000 (ONE TIME)

Includes overall Concept and Look, Tagline, Brand Color Palette, Positioning Statement and Brand Attributes, Brand Standards Guide.

## PROJECT: LEASING BROCHURE: \$4,500

Includes leasing brochure in digital and printable format. Photography and printing not included.

## E-BLAST: \$1,500

Design and writing of e-blast. Does not include mailing list or distribution.

## NEW PRINT AD: \$2,500

Design, copywriting and preparing files to all publication specifications. Digital and print.

## PROJECT: MICROSITE: \$5,000 - \$7,500\*

Includes an initial splash page in addition to the microsite design.

House of Current will design a leasing microsite highlighting the redevelopment of Pacific Place, "cracking open the box."

Landing Page

Virtual Tour

Details on Seattle Market + Redevelopment Project

Renderings + Master Plan

Construction Gallery

PDF version of website (print + mail)

House of Current will manage the purchase of a new URL for the microsite and facilitate the addition of the microsite hosting to HostGator.

Prices include programming. Photography not included.

\*Depending on amount of content.

## SEARCH FOR PREMIUM GIFT IDEAS: \$750

This reflects the search for any fun, one-of-a-kind items to capture the Pacific Place personality as a memorable marketing tactic.



# CREATIVE CAMPAIGN: B to C

MARKETING FOR CONSUMER. TOOLKIT TO LAUNCH SPRING, 2017.

## TOOLKIT (B-C MARKETING MATERIALS)

Once a campaign is chosen, individual deliverables will be designed and developed on a project basis. A firm estimate will be provided for your approval before each project begins.

## STANDARD PROJECT RATES

ALL RATES ARE FOR HOC TIME ONLY AND DO NOT INCLUDE OUTSIDE SERVICES SUCH AS PHOTOGRAPHY, PRINTING, MEDIA BUYING, POSTAGE OR PROGRAMMING.

## CREATIVE FEE: \$20,000 (ONE TIME)

Includes overall Concept and Look, Tagline, Brand Color Palette, Positioning Statement and Brand Attributes, Brand Standards Guide.

## NEW PRINT AD (SEASONAL + TOURISM BASED): \$2,500

Design, copywriting and preparing files to all publication specifications. Digital and print.

## SPECIAL EVENT + GENERAL SHOPPING CENTER COLLATERAL \$500 - \$2,000 PER PIECE

Design, copywriting and preparing files for all directories, signage, digital screens, e-newsletters, promo items and backlit.

## E-BLAST TEMPLATE: \$1,500

Design and writing of e-blast. Does not include mailing list or distribution.

## WEB CREATIVE: \$500 - \$1,250

Includes changeover and seasonal updates.

## BLOG: \$1,500

Design and writing of blog. Posting included.

## RADIO: \$1,500

Script, studio procurement and talent sourcing and management. Does not include editing time or price for talent.

## BARRICADES: \$1,250 PER DESIGN

Design, copywriting and preparing files to printer.

## ADDITIONAL SIGNAGE: \$850 PER PIECE

Templates for "pardon our dust" and other related wayfinding signage. Includes design, copywriting and preparing files to printer.



we'll let our  
**clients** take  
it from here.



## BLOCK 37

“House of Current is quite literally a name I heard so many times—when I was in pursuit of an advertising partner—that it seemed pre-destined. Once we met and they shared their strategic and creative vision for a property (at the time) with real issues, I knew I had found our ideal partner. Being a vertical shopping center in an urban environment like Chicago, we had to find a way to gain some name recognition, and fast. Plus compete with the Magnificent Mile. The campaign HoC created literally incorporated our number (37) into everything. Now #ISpy37 is a popular local hashtag, and sales and leasing are thrilled with all the added attention, leasing deals we have gained. They just “get it” and that is rare in the retail environment. I attribute my success to the partners I choose to work with and they are an integral part of our team and success.”

Aaron Gadiel, CMD | Regional Director, Marketing & Strategic Alliances  
Block 37 | CIM

## ARTEGON MARKETPLACE & ST. AUGUSTINE OUTLETS



“Can you attach a dollar amount to peace of mind? If so, plan to ante up with House of Current. As Chief Creative Officer for the Lightstone Group, I have hired HoC again and again, for every key project I am involved in. As a New Yorker, I want everything fast and done right. Their team has such a deep understanding of retail, shopping and consumer engagement that the time I need to spend explaining things to them is nil. They make me look good, do excellent work and are genuinely good people to know. I have actually referred to them as my “secret weapon” on many occasions. My advice to potential clients is always the same. Hire them.”

David Miskin | CCO | Lightstone Group



## INDIANAPOLIS MUSEUM OF ART

“I won’t date myself or the talented people at House of Current by saying exactly how long we’ve worked together. Suffice it to say that I continue to work with them because they continue to produce positive results. Yes, they are experts at retail marketing. But more than that, they know how to reach, connect and motivate people, regardless of the assignment. Which is why, although I knew them mainly for shopping center marketing, I chose House of Current to successfully re-brand one of the country’s oldest and largest museums with an extremely complex strategy. And they are all-around good, fun people to work with, which is harder to find than one might think!”

Connie Dyer, SVP Marketing | Horizon Group Properties  
And formerly the Deputy Director of Marketing for the IMA

## FASHION SHOW & GRAND CANAL SHOPPES



“Vegas is an environment unlike any other. We compete with shows, dining, casinos and other best in class retail. And our shopper changes every five days thanks to a healthy convention and tourism market. Fashion Show and Grand Canal have to stand out from the rest. House of Current has done that for me, in both situations. Grand Canal Shoppes is a true luxury retail experience with a strong built in entertainment option (gondolas and world-class dining). Fashion Show is the only free-standing shopping center on the strip, also with the strongest retail mix, from high (Louis Vuitton, Neiman Marcus) to low (Zara, TopShop). I have worked with the talented team at HoC for both campaigns and they rise to the occasion, every time. I love that understand my market like a local and always strive to raise the bar on every project.”

Janet LaFevre | Senior Marketing Manager  
Fashion Show | Grand Canal Shoppes



# HOUSE RULE

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TEAM WORK  
MAKES THE DREAM  
WORK.

THANK YOU SO MUCH FOR INVITING US TO BE A PART OF THIS PROCESS.

WE APPRECIATE THE PARTNERSHIP WE HAVE DEVELOPED WITH YOU OVER THE LAST TWO YEARS.  
WE'RE EXCITED FOR CONTINUED COLLABORATION AND WELCOME THE OPPORTUNITY TO MOVE  
FORWARD WITH THE PACIFIC PLACE TEAM ON THE NEXT PHASE OF YOUR EVOLUTION.

