

# [performance]

marketing communications case history

## Consistent marketing materials, advertising and leasing tools help Lewis Partners Inc. capture a growing share of the suburban Houston mid-rise market

procedures development

marketing and customer communications

strategic competency programs

curriculum development

employee communications

training development processes and software

behavioral safety analysis software and safety communications programs

### Enhancing image and developing brand awareness

Lewis Partners Inc. had developed a significant position in the mid-rise office real estate market. Daniel Follette, Inc. was engaged to help them develop their image and brand awareness. All design, creative and production work was performed by Daniel Follette, Inc.

### Institutional Advertising

Institutional advertising developed as a part of the program served multiple purposes:

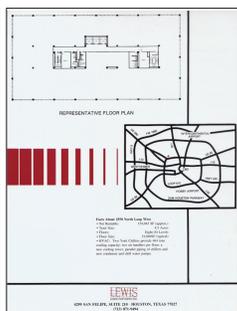
- building brand awareness
- promoting a wider range of services including deal brokering and management
- generating leasing prospect leads



Institutional advertising

### A standard suite of marketing materials

A standard suite of marketing materials helped reinforce identity through consistent appearance. It also helped to simplify marketing start up for new properties



Standard marketing materials suite elements: single-sheet property description, front and back; broker biography

### Working the broker network

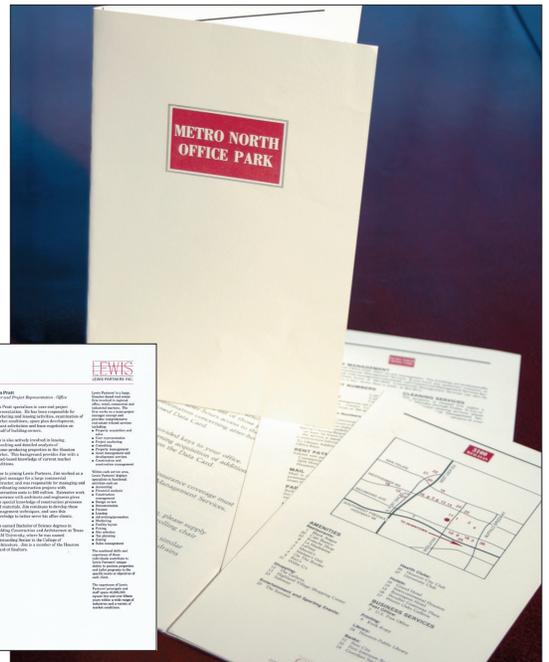
Daniel Follette, Inc. also developed advertising and direct mail to help Lewis Partners Inc. maintain active contact with their broker network.



Representative broker communications

### Tenant packets

The firm also provided a standard template for tenant packets.



Tenant packets

**Related work**

*Helping create an upscale identity for  
River Oaks Center*

As Weingarten Realty was developing River Oaks Center, it called upon Daniel Follette, Inc. to help promote its identity through co-op advertising with tenants. The firm provided tenant orientation and built a simplified process for managing co-op advertising. All creative and production work was done by the Daniel Follette, Inc.

*Promoting a property management  
software package*

The consulting firm, Weatherford/Kinton, had built a property management system for a major office leasing firm and had begun to market it as a commercial product. They asked Daniel Follette, Inc. to design and produce their sales literature.

**Spend the day at  
River Oaks Center**

Breeze in on a brief excursion or drop anchor and browse through over 60 shops in the convenient and relaxing atmosphere of River Oaks Center.

**Cotton Club** blends 100% cotton with style. Women's fashions never looked so chic and felt so good all at once. Find all-cotton blouses, shirts, pants and skirts in an exciting array of jewel tones and pastels. Accessories and shoes, too. Join the 100% casual in 100% comfortable cotton at Cotton Club. Open Monday through Saturday, 10-5. **522-3101**

At **The Monogrammer**, oxford cloth shirts are available in your size. Both men and ladies can select from no-iron blend (\$28 monogrammed) or all-cotton oxford cloth (\$36 monogrammed) in a variety of colors. One stop shopping, custom monogramming. Open Monday through Friday, 10-5:30, Saturday 10-4. **528-2216**

**John Robert Powers School of Modeling and Fashion Careers** offers image-enhancing courses in Professional Modeling for Men and Women and Self Improvement as well as Fashion Merchandising and Make-Up Artistry. You can attain that professional look by studying with the professionals at John Robert Powers, where personal attention comes first. Open daily Monday through Saturday, evenings, Monday through Wednesday. **961-4081**

**Cheese** and its many intriguing accoutrements are alive and well at **River Oaks Cheese Shoppe**, the very source of the very best imported cheese. Also look for private label French wines, including *Reserve de River Oaks*, a delightful Bordeaux. Welcome, dine and all! Open Monday through Saturday, 10-7, Thursdays until 9. **522-6999**

**River Oaks Center**  
Shepherd at West Gray

A sample of the co-op advertising format built to enhance the River Oaks Center identity.

**WEATHERFORD  
KINTON  
PROPERTY  
MANAGEMENT  
SYSTEM**

...through the system, basic parking, mail, four minutes, storage, tenant books, and up to four maintenance charges.

...characteristics of each lease and enter pertinent information into the lease master file. The program manager can enter pending charges that can be made up to date. The lease master can provide the basis for the system.

...Basic year operating expenses can be defined for each lease. The system uses the program manager the ability to override or change the year operating expenses, which can be used to calculate the tenant's share of operating expenses on a periodic basis. The system can be used to calculate the tenant's share of operating expenses on an annual basis.

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