

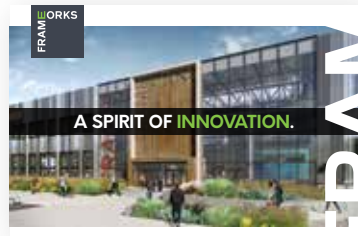
FRAMEWORKS

Marketing Program

FRAMEWORKS' marketing program leverages this workspace concept's appeal to tech/cyber security and other firms that have a cutting-edge focus on talent, innovation, and productivity. Competitive positioning and messaging reinforce the unique quality of the adaptive reuse space in the Mid-Atlantic region. Campaign assets include a web site, brochure and media kit, YouTube and Vimeo videos, multi-media presentation, leasing signage, event boards, advertisements, and CoStar and LoopNet listings. Robust social and traditional media initiatives are also underway, including e-campaigns, print and online publication coverage, and continual fresh content on LinkedIn, Twitter, and Instagram.



VISUAL IDENTITY



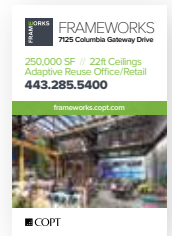
Print Brochure / E-Brochure



Press Kit with Media Outreach



Display for Broker Event



Site Leasing Signage



Website with Video Animation + VR (Virtual Reality)



Multi-Media Presentation to Baltimore Brokerage Community



Marketing Cards for Brokers + Prospects



E-Campaign



Video on Vimeo



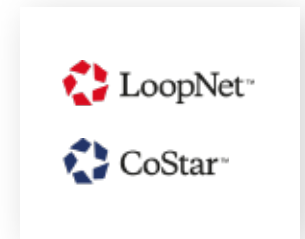
Video on YouTube



BBJ "FAST 50" Event Participation + Media Exposure



Community Website Representation



LoopNet + CoStar Listings



Shared on Social Media