



Unique Brand Enabled Tower Commercial's Successful Launch

ABOUT TOWER COMMERCIAL

Tower Commercial is an Austin area real estate firm that specializes in securing commercial space for tenants (only a select few firms exclusively represent tenants). Companies rely on Tower's 30+ years of experience in tenant representation services and corporate real estate to work on their behalf to manage everything from market research and financial analysis to lease negotiations.

"The strong market presence they helped us build was top quality and has successfully differentiated us from others in the industry. I heartily recommend Launch Marketing."

-Bill Gump, President, Tower Commercial

The Opportunity: Company Founder Needed Help Creating Branded Presence in Austin

The founder of Tower Commercial had recently branched out from working with a local commercial real estate company to start his own firm. To do this, they needed assistance with everything from a company name and logo to building content for the website and collateral. Launch Marketing's breadth of marketing services and resources provided Tower the ability to work with one point of contact for all of their marketing needs.

The Solution: Cohesive Design, Brand and Message Platform to Differentiate Tower in the Market

Launch Marketing provided strategic direction in terms of naming the company and branding the business as Austin area commercial real estate experts. Launch identified a name that aligned with the business focus, created a look and feel that was incorporated into everything from the logo, website, collateral and paper system and developed impactful messaging that effectively communicated company expertise and key differentiators.

Launch conducted market research to determine



Launch provided strategic marketing guidance and positioned Tower Commercial as a trusted real estate expert



COMPREHENSIVE COMPANY LAUNCH BRANDING EFFORTS

- *conducted market research to guide branding efforts*
- *refined messaging framework*
- *designed company logo*

several name options, designed the company logo and refined the messaging framework. Launch helped with the strategy for intuitively packaging the service offerings and simplifying the positioning. Additionally, Launch developed the paper system, collateral templates and delivered content to populate the website and various marketing materials.

The Results: Successful Business Launch and Continued Company Growth

Launch provided the strategic guidance from a marketing perspective that helped position Tower to become trusted as a local commercial real estate expert that caters to tenants. Tower has continued to engage with Launch following the initial company launch as an integral part of their virtual team.

Bill Gump, President of Tower Commercial said, "I have very much enjoyed working with Launch Marketing. They are creative, responsive and always provide speedy turnarounds. The strong market presence they helped us build was top quality and has successfully differentiated us from others in the industry. I heartily recommend Launch Marketing."

