

## How do you target select institutional investors with an award-winning, genuine mixed-use asset?



### Client's key aims and objectives

- Design a suite of investment literature for the UK's largest mixed-use development
- Successfully market this strategic 5-acre site in Birmingham's city centre, the UK's second largest city
- Establish the Mailbox as the focus of commercial, residential and leisure of Birmingham's western city centre
- Incorporate The Cube, a landmark iconic building that will dominate Birmingham's skyline to be completed by 2010.

### Background

Since 1998, The Mailbox and the surrounding area has been transformed into an area of vibrancy and life at the heart of Birmingham's expansion. Birmingham city centre has undergone huge change in recent years recovering from a massive decline in its traditional manufacturing role. It has reinvented itself as a leading business, professional and service provider with an international reputation. Acknowledged as England's second most important business location Birmingham offers genuine investment opportunities.

### Remedy's approach

Remedy carried out thorough research on behalf of CBRE, and their client the Birmingham Development Company, into the asset and Birmingham as a location to clarify The Mailbox's market position against other local assets such as the Bullring, Brindleyplace and the International Convention Centre. Our research, photography, copywriting and design skills resulted in a unique marketing pack consisting of perspex outer packaging, case-bound literature and a digital presentation. Additional collateral was produced to support the marketing drive, including personalised PowerPoint presentations and information packs.

### The results

An exceptional suite of marketing literature supporting a successful marketing campaign for the client, and its award-winning asset, targeted to select institutional investors.

"We gave the project to Remedy because they are a great agency to work with. They understand our business, produce outstanding work, and are 100% reliable."

Andrew Owen  
Retail Investment Director  
CB Richard Ellis