



**CONNECT  
VIDEO PRODUCTION**

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**We're the  
CRE in CREative.**

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## COVER LETTER

Connect CREative offers a variety of video production services to a wide range of commercial real estate clients.

As a production agency, we produce all types of videos including animation & renderings, lifestyle and leasing, development updates, and property overviews.

Check out these work samples to see how we've helped our clients accomplish their marketing and video production needs.

Each project overview is designed to give you a better understanding of what it took to make these past projects a success. Below you'll find details about the production of each video, including the services performed, the client requirements, our solution, the project timeline, production specs, and the final product we delivered.

Everything we were involved in from creative development to post-production will be outlined here to give you an idea of typical timelines and services required to create each piece.

Whether it be drone footage to highlight your property, spotlighting your team in an 'About Us' video, capturing an event, or more - Connect CREative's video team is here to help you bring your ideas to the big (or little) screen.

Sincerely,  
The Connect Team



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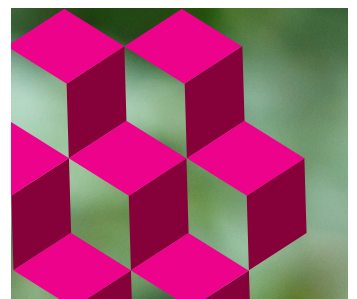
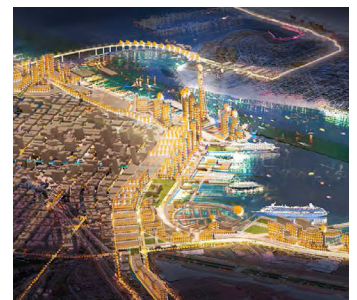
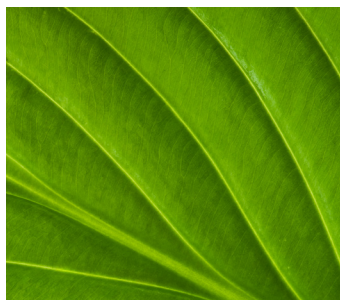
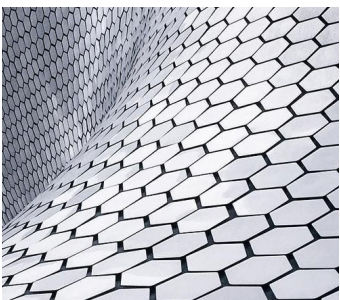
**+**

**VIDEOS PRODUCED**

**4,000,000**

**+**

**IMPRESSIONS MADE**



# EXPERIENCE

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## TRAMMELL CROW

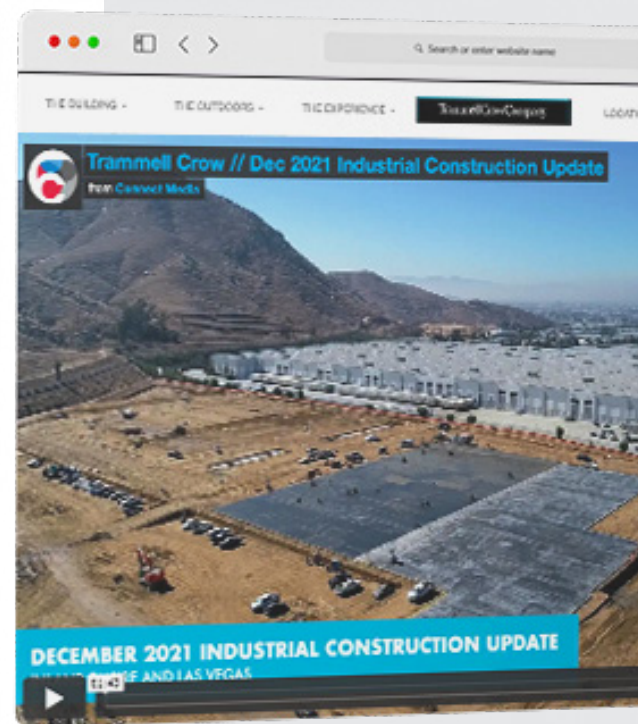
Trammell Crow Company, founded in Dallas, Texas in 1948, is one of the nation's oldest and most prolific developers of, and investors in, commercial real estate.

### Requirements

- **INDUSTRIAL:** Trammell Crow approached Connect in need of creating a video to showcase industrial properties under development amidst a competitive market. Not only did the client need to create a buzz around the forthcoming properties, but they also needed to position themselves as a legacy Southern California builder. Connect worked with TCC to create a storyboard and taglines that met their goals, created a video based on new and existing footage, and ensured that it was released in a timely fashion.
- **THE BOARDWALK:** Connect was engaged by Trammell Crow at the outset of The Boardwalk project, to create construction progress videos using both OxBlue footage and drone footage captured by the Connect team. Over the project evolution, Connect worked with TCC to create a topping off video, property highlights for leasing, and a full lifestyle video. Upon asset disposition, Connect was able to create assets showcasing the project life cycle.

### Services

- Animation & renderings
- Ground up development time lapse video
- Topping off video
- Lifestyle and leasing video
- Development update video .



# Trammell Crow Company



# EXPERIENCE

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## MANULIFE

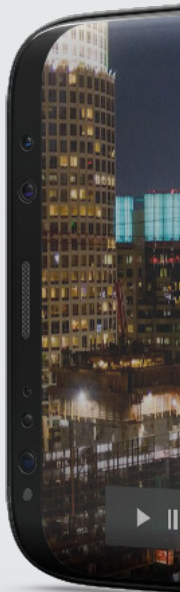
Manulife is a leading financial services group that provides financial advice, insurance, as well as wealth and asset management solutions for individuals, groups, and institutions.

### Requirements

Manulife came to Connect looking to retain one of their trophy tenants and was also looking to create a video to include in their presentation to the committee. Connect hired actors, worked on property branding and themes for the video, shot the property over 3 shoots and edited the video. In addition, Connect consulted with Manulife on the pitch approach, rehearsal, and integrated the new property branding into pitch collateral, while also creating custom video brochures for the committee to take away.

### Services

- Leasing Videos
- Property videos to assist in launch of their Singapore REIT (Real Estate Investment Trust)
- Video brochures presentation booklets





Investors realize  
opportunities



Manulife Investment Management is the global wealth and asset management segment of Manulife Financial Corporation. We draw on more than a century of financial stewardship and the full resources of our parent company to serve individuals, institutions, and retirement plan members worldwide.



**Manulife**  
Investment Management



TCW TOWER

# EXPERIENCE

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## MONEY 360

Money360 is a vertically integrated, nationwide commercial real estate lender that sources, underwrites, closes, sells and services small- to mid-balance commercial real estate loans ranging in size from \$5 million to \$30+ million.

### Requirements

Money360 was looking to demonstrate their experience and consistent activity in the market with case studies of closed deals. Connect suggested that videos be used rather than written case studies as they would be more engaging and could be digestible content that could be distributed across a variety of platforms – social media, emails, on the company website at events, etc.

### Services

- Closed deal video updates.







**C O N N E C T**  
**C R E A T I V E**

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