

*Agency: The Bamboo Agency
Communications
Writer: Jeff Mustard
Company History*

Client: LGD

Project: Web /

LGD Web Page – Company History

LGD communications isn't just a full-service advertising, marketing and interactive internet award-winning agency, it is a company whose keen reputation for exceptional creative has been built on literally creating industry-transforming approaches to advertising.

In the Beginning there was “Branding”

After working for years helping Lever Brothers promote some of its more high-profile consumer brands, such as *Snuggle*, *Mrs. Butterworth*, *All* dishwasher detergent, among many others, Dugow took the principals of “branding” to a completely new industry – real estate.

Dugow Brings “Branding to Buildings”

By applying the concepts of “branding” to buildings, Dugow helped transform New York City's then slumping commercial real estate market with its work for Tishman-Speyer Properties, one of the world's largest real estate development companies, and at the same time set in motion an entirely new advertising approach to the marketing of buildings.

“The Donald” hires Dugow for the First Trump Tower

This novel approach to the marketing of property caught the attention of a then budding residential real estate developer – Donald Trump. Trump liked Dugow's approach and hired him to use this strategy to help him with his first major high-profile project, Trump International Hotel and Tower, a (x) unit project located on Central Park West. This led to work for a man named Steve Ross, then president of Related Companies, also, one of the world's preeminent residential real estate development companies, where Dugow applied his creative talents to the soon-to-be-built, Monterey, a 520-unit amenities-rich building, the first of its kind, also in New York City, this time in Harlem.

Dugow does Miami – The List of “Firsts” Continues

The next set of “firsts” would unfold in Miami in the mid 90s when Dugow was hired by the then president of Related Companies, Jorge Perez. Perez was set to break ground on the Portofino, the first luxury high-rise hotel/condominium tower to rise out of the just burgeoning sun-drenched pastel paradise known as South Beach. In addition to this being the first Hotel/Condo project in Miami, and the first major project to spring up in South Beach, Dugow used his time tested-approach of “branding” but now included as part of the creative a prominent sexual component.

“Sex” Sells Real Estate

Dugow broke ground yet again now using “sex” in the marketing of real estate. While by today's standards, the advertising wouldn't even raise an eyebrow, back then the image of the building superimposed on the stomach of a bikin-clad woman was nothing short of scandalous. His company, the ads and the project made headlines -- the advertising was outrageous and provocative. The building sold out in six months.

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And then there were Hundreds

Dugow and his company have gone on to represent literally [hundreds of high-profile projects \(link this here to your “list of projects”\)](#) representing more than \$9 billion dollars worth of product from coast to coast for some of the world’s leading businessmen aimed primarily at the exclusive high-end, upscale, affluent consumer, both nationally and internationally.

More “First’s” – *Affluence Marketing*

In his continued list of first’s and industry trend-setting, Dugow and his company’s success for their work in this highly-prized and rarefied consumer arena has led him to create an entirely new brand of niche marketing he calls – *Affluence Marketing*, ([link to affluence marketing page/explanation](#)), which is more than simply creating ads geared to an upscale, affluent demographic. Dugow has made a career out of the art, craft and science of creating successful advertising that speaks to and resonates with this audience. “We know how they think, what makes them tick, and how to reach them,” says Dugow.

Dugow’s “Brand Building” now builds an entirely new “Brand”

Dugow and his company’s expertise in this upscale arena has led to work for some of the nation’s most renowned brands in the hotel industry – from Ritz Carlton and the Four Seasons, to the Brazilian Court in Palm Beach, the Sagamore on South Beach, and now most recently, Sol Melia, the world’s number one resort hotel chain with 400 properties scattered throughout 35 countries controlling more than 85,000 hotel rooms worldwide.

LGD Creates & Controls Entire Marketing Message & Voice for New Hotel Chain

LGD has not just been given the account, but more particularly it has earned virtual carte blanche in its creative latitude to produce every single aspect of the advertising and marketing for the mammoth hotelier and its new line of boutique properties. From logo design and every single aspect of the media – print, brochures, card racks, menus, even decisions about what goes in the rooms and lobbies, has been considered by LGD in creating the voice, tone and attitude using all media as well as non-media channels for the new brand called, “ME” by Melia, an “upscale, design-driven, experience-based personality” boutique hotel with a profile of 95 – 225 rooms. ([provide link to hotel’s site](#))

LGD creates the ultimate “Tool Kit” for new Client to grow the Franchise

And the story doesn’t end here. In fact it’s just beginning and naturally another first follows. In his effort to produce the most powerful results for Sol Melia and this new boutique line “Me” by Melia, LGD has created a tool kit that allows executives to promote, pitch and ultimately grow this new hotel line with a marketing tool Dugow created, that he calls “Brand in a Box.”

“Brand in a Box” -- Build your Brand, Expand your Name, Grow your Line

The [“Brand in a Box”](#) ([link this to the “Brand in a Box” section on the website](#)) is literally just that; it is a box, a utility kit, a custom-designed and created “tote” or “carry

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all” that serves as a tool or prop containing all, or many of the most important and/or essential ingredients of a company’s marketing information that supports a sales presentation.. [Click here to see photo/image of “Brand in a Box”](#)