



LANDMARX

Premium property marketing.

Where property marketing and development meets creative design and strategy.

At Marx, we pride ourselves on being one of Queensland's leading design studios, blending the creative expertise of a large agency with the personalised attention of a boutique studio.

As a valuable creative and strategic partner to the many development groups and builders that have engaged our services – we have helped launch over 100 property development projects.

Our creative campaigns include the application of branding, marketing and sales strategies that assist with the promotion, planning, and sales of various developments, regions and precincts – nationwide.

CELEBRATING 14 YEARS





Your creative project partner.

Thank you for the opportunity to introduce our design services and capabilities at Landmarx.

We are a local, boutique creative design agency focused on 'destination and property marketing', and have proven ourselves to be a valuable creative partner to the many development groups, builders and real estate agencies that have engaged our services.

With an unwavering passion for property marketing, our close-knit, committed and highly-resourceful team, offer over 60 years of combined industry experience and an unrivalled level of responsive, priority servicing and direct-to-creative access.

With a client base that extends throughout Australia and around the globe, we have launched over 100 successful property development campaigns and marketing strategies.

We specialise in:

- + Residential Land Sales
- + Apartment Developments
- + House & Land Packages
- + Place Marketing Precincts & Regions
- + Commercial & Industrial Estates
- + Real Estate Branding & Positioning
- + Building / Construction Branding & Marketing
- + Developer Brand Image & Story



Full in-house creative services.

Through solid strategic direction and inspiring creative execution, we design and deliver unique and powerful property campaigns, helping our clients to claim distinction and resonate in the marketplace.

From destination branding, through to place marketing, digital design, copy writing and promotional campaigns – we have the experience, resources and local understanding to create and deliver fully integrated marketing campaigns.

Backed up by our enthusiasm and commitment to see property development evolve as a catalyst for economic growth, we welcome the opportunity to provide your marketing and communications team with a premium creative service.



- + Naming & Brand Design
- + Web Design & Development
- + Copy Content Writing
- + Lifestyle, Location & Aerial Photography

- + Video Production
- + Digital & Press Advertising Campaigns
- + Social Media
- + Brochure Design

- + Site Signage
- + Floor Plans & Site Maps
- + Architectural Renders
- + Display Offices & Sales Centres



Backed by research, experience and expertise.

At Landmarx we offer a high level of intelligence and understanding of how best to approach a new development project while providing a solid foundation of research and understanding for various locations, demographics and regions.

We have had the privilege of immersing ourselves in the future vision of multiple projects while collaborating with architects,

builders and project managers to launch and roll-out a broad range of communication and marketing initiatives.

From land sales, through to residential apartment developments and major precincts – our aim is to discover the destination's 'claim of distinction' or 'reason for investing' and how best to display and promote the key benefits and features of the project.

Residential Developments - Sales & Marketing



Precincts - Place Marketing



Land Developments - House & Land Sales



Residential development portfolio.



PROJECT	# RESIDENCES	PROJECT	# RESIDENCES
+ Aire - Mooloolaba	8	+ Ocean Verge - Kings Beach	40
+ Affinity Place - Birtinya	30	+ On Point - Maroochydore	23
+ Alex 116 - Alexandra Headland	6	+ One Prosperity - Birtinya	50
+ Alkira - Mountain Creek	22	+ OneLife - Buderim	5
+ Allure - Mooloolaba	31	+ One Tree - Sippy Downs	72
+ Alpha - Maroochydore	14	+ Paperbark - Maroochydore	20
+ Aqua - Mooloolaba	6	+ Parkwoods - Sippy Downs	58
+ Arbour - Buddina	4	+ Partnership Place - Sippy Downs	11
+ Ascend - Kings Beach	23	+ Picasso - Mooloolaba	12
+ Atrium Townhomes - Buderim	145	+ Pinnacle - Picnic Point	30
+ Atrium Apartments - Buderim	120	+ Reflection Cove - Maroochydore	94
+ Botanica - Sippy Downs	44	+ Rise - Maroochydore Beach	48
+ Bianco - Caloundra	27	+ Riviera - Mooloolaba	15
+ Botanica - Maroochydore	16	+ Sabbia - Kings Beach	12
+ Central - Sippy Downs	78	+ Saffire - Mooloolaba	23
+ Coolum Ridge - Mount Coolum	7	+ Salis - Golden Beach	10
+ Cosmopolitan - Cotton Tree	143	+ Sea Pearl - Mooloolaba	24
+ Driftwood - Cotton Tree	10	+ Serenity on Second - Cotton Tree	54
+ Elysee - Alexandra Headland	17	+ Soar On Osprey - Caloundra	6
+ Elysian - Maroochydore	8	+ St Clair - Birtinya	200
+ Essence - Cotton Tree	19	+ Tamarindo - Dicky Beach	5
+ Esperance - Birtinya	155	+ The Bandalong - Buddina	2
+ First Light - Mooloolaba	67	+ The Beachfront - Buddina	73
+ Forest Edge - Sippy Downs	60	+ The Corso - Maroochydore	158
+ Hudson - Sippy Downs	32	+ The Edge Residences - Pelican Waters	15
+ High St - Sippy Downs	47	+ The Hudson - Sippy Downs	32
+ Lujo - Point Arkwright	3	+ The Foundry - Woolloongabba	88
+ Market Lane - Maroochydore	146	+ The Millwell - Maroochydore	205
+ Noir - Maroochydore	15	+ Vue on Bradman - Maroochydore	14
+ Nova - Mooloolaba	47	+ York - Sippy Downs	78
+ Obi View Estate - Maleny	23		



Land development portfolio.



+ Aqua Collection - Airlie Beach	QLD	+ Panorama - Palmwoods	QLD
+ Arise - Glass House Mountains	QLD	+ Perwillowen Park - Perwillowen	QLD
+ Bamboo Estate - Palmwoods	QLD	+ Parklakes 2 - Bli Bli	QLD
+ Beach Hut Lane - Airlie Beach	QLD	+ Parkrise Estate - Bli Bli	QLD
+ Blacksbeach Breeze - Mackay	QLD	+ Pastures at Greene - Virginia	USA
+ Campbell's Reach - Cessnock	NSW	+ Plantation Rise - Woombye	QLD
+ Christy's Creek - Cessnock	NSW	+ Rivercrest - Yandina	QLD
+ Creekside Estate - Nambour	QLD	+ Rules Beach - Gladstone	QLD
+ Dune Side - Agnes Water	QLD	+ Seaspray - Agnes Water	QLD
+ Essence Estate - Toowoomba	QLD	+ Scenic Ridge - Bilambil Heights	NSW
+ Freedom - Rainbow Bay	NSW	+ Serenity - Narangba	QLD
+ Grange Commons - Virginia	USA	+ Shores - Agnes Water	QLD
+ Greene Landing - Virginia	USA	+ Songbird Estate - Gympie	QLD
+ Lysterfield - Orange	NSW	+ Summer Breeze - Rosemount	QLD
+ Maleny Grove - Maleny	QLD	+ The Beaches - Funnel Bay	QLD
+ McKays Lane - Palmwoods	QLD	+ The Entrance - Airlie Beach	QLD
+ Mill Road - Buderim	QLD	+ The Orchard - Maleny	QLD
+ Natures Edge Estate - Bahrs Scrub	QLD	+ The Retreats - Bilambil Heights	NSW
+ Ocean Links - Bargara	QLD	+ The Rise - Victory Heights	QLD
+ One Airlie - Airlie Beach	QLD	+ Whitsunday Lakes - Cannonvale	QLD
+ Oceanside Estate - Port Macquarie	NSW	+ Yamba Quays - Yamba	NSW





Precinct portfolio.

- + Maroochydore City Centre - CBD
- + Marina Village - Dining & Medical Precinct
- + High St Sippy Downs - Residential Community
- + Oceanside Birtinya - Hospital Precinct
- + Whitsunday Lakes Estate - Residential Community
- + Panorama Palmwoods - Residential Community
- + Parklakes 2 Bli Bli - Residential Community
- + C-Square Nambour - Commercial Precinct
- + Christys Creek NSW - Residential Community
- + Campbells Reach NSW - Residential Community



Our creative approach.

Armed with the latest technology and design trends, we offer the full suite of creative services to bring your property development to life.

From initial naming, to brand identity design and campaign messaging, your property strategy is built on a solid foundation of research, experience and expertise.

We immerse ourselves in your project; your location; your competition; your target market and your goals – empowering ourselves with the knowledge to gain a thorough understanding of the unique selling proposition for your development.

Our extensive experience in the property market ensures your creative is innovative, consistent and cohesive across all applications, establishing a unique and clearly identifiable presence in the marketplace.



Project positioning.

With an in-depth understanding of your project and overall objectives, our initial research and due diligence will ensure the project name is unique to the area, unassociated to other projects of its kind, and available as a website address.

Employing a strong brand positioning, has the potential to significantly elevate the project in the hearts and minds of your target audiences.

The brand and positioning must immediately signify what is truly unique about the project, inspiring investors to act while highlighting the benefits of the location and the features of the project.



Elevating your project in the hearts and minds of your target audiences.





Premium project branding.

Your project brand and positioning should be about creating new perceptions in the market, adding value to the location and providing a point of difference for the development.

At Landmarx, we craft stunning and unique visual identities for property developments that appeals directly to the style, aesthetic and desires of the project's target market.

With an approved name and thorough understanding of your project, the visual identity starts to take shape.

Informed by our initial research and agreed strategic direction, the visual identity is developed to differentiate your project from competitors while aligning to our creative direction.

These fundamental observations and discoveries empower us with a solid strategic framework on which to build the brand and launch the project.





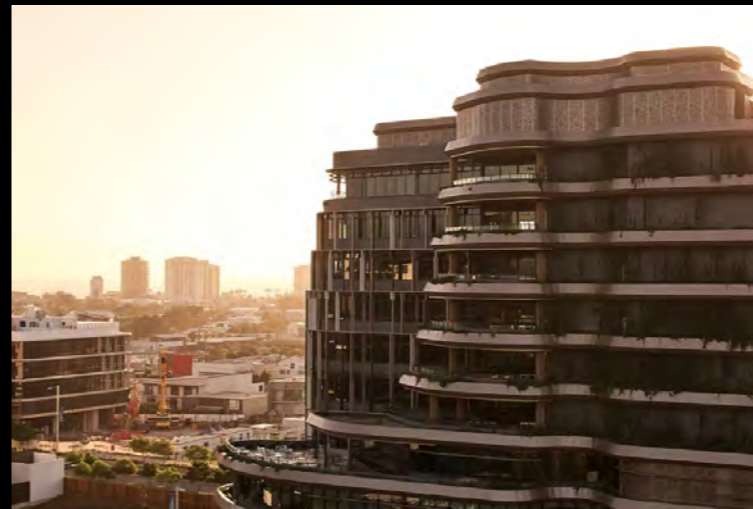
Major infrastructure projects.

Our comprehensive experience in property development, major infrastructure projects, and tourism marketing has provided us a unique insight into the overall future development and growth of the Sunshine Coast.

We are proud to be apart of the bigger picture and be involved in the many ground breaking projects across our region.

Our intimate knowledge of the Sunshine Coast – including its culture, lifestyle and business community, informs our understanding of the project location – a valuable insight that drives our creative communication strategies.

Our close working relationships with the new Maroochydore City Centre, Sunshine Coast Airport, Sunshine Coast Council and Visit Sunshine Coast – has also provided invaluable intel for both the short and long-term visions for our region – working collaboratively to ensure our destination is well placed for future generations and progresses in a way that reflects our values.



Understanding our greater region.

Over the years, our region has become the envy of many, and so too our way of life. For some - it's unimaginable; for others - it's desirable; and for those who reside here - it's only natural.

From the cosmopolitan esplanade of Mooloolaba, to the urban centre of Maroochydore, the easy-going charm of Nambour, and the natural beauty of the Hinterland - each area has its own personality.

Our intimate knowledge and understanding of the greater region enables us to deliver campaigns in a manner that changes the way visitors and investors (both nationally and abroad) view the Sunshine Coast.

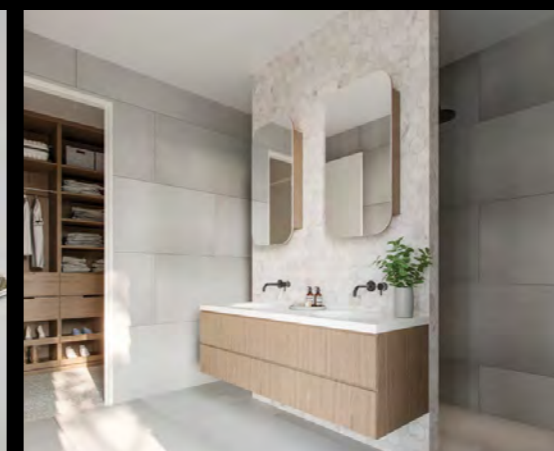
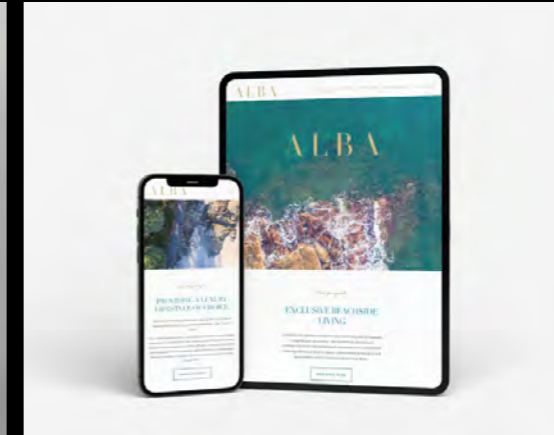
Our local market activities are heavily focused on attracting investors and businesses to the Sunshine Coast - it's what we do naturally.

Things only a local would know.



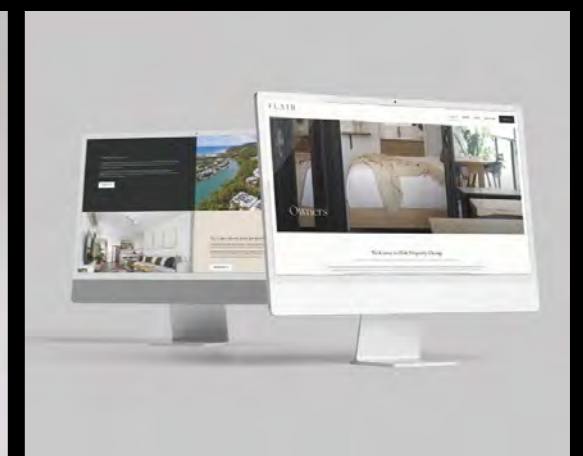
Campaign examples and deliverables.

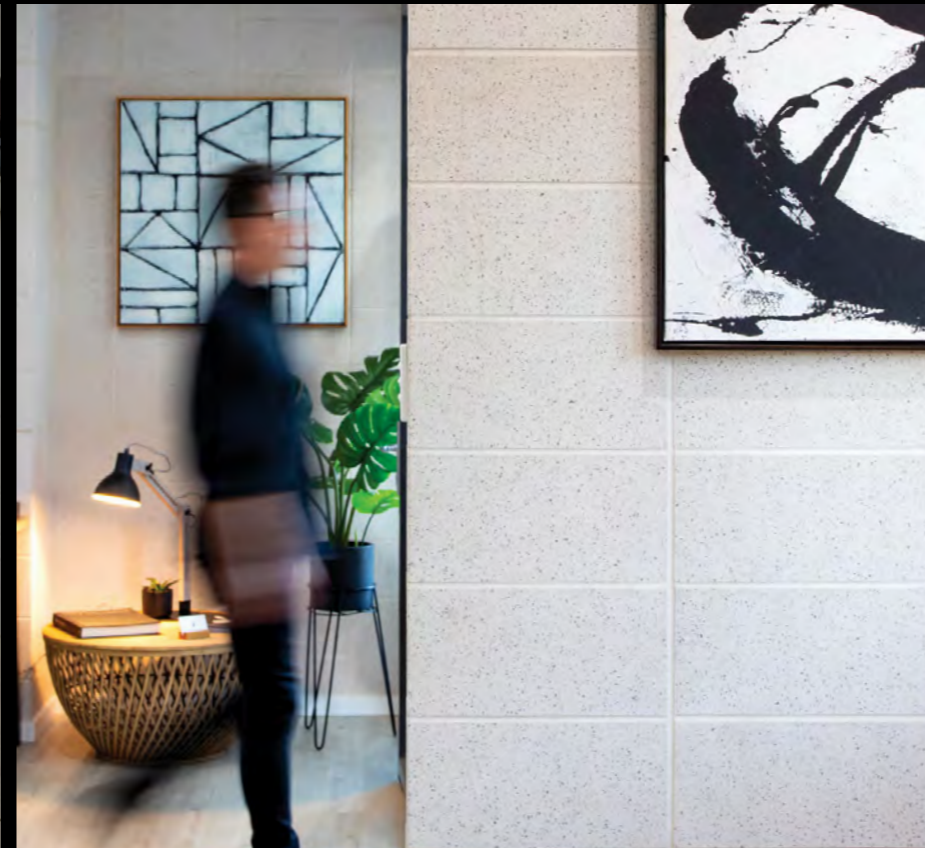
Design. Print. Digital.



Campaign examples and deliverables.

Design. Print. Digital.





Driven to make a difference.

Our commitment to delivering innovative and on-point property campaigns evolved as a specialised service extension to Marx Creative – a boutique design agency based in South East Queensland.

Property development is essential to the population and economic growth of our region, so who better to partner your inspiring vision than a dynamic, experienced and dedicated local business that believes in and embraces the future growth of the Sunshine Coast.

We are confident that our full-service, in-house creative capabilities – combined with our proven track record and commitment to excellence – would assist with the momentum and overall planning and vision of your project.

We look forward to the opportunity to making our mark together – it's what we do best!

Mark Johns
Founder / Creative Director

Why Marx...

- + Over \$1 billion in project sales supported by our marketing campaigns.
- + Our experience and property portfolio for residential development marketing is unmatched.
- + 14 years in business with over 100 successful residential property marketing campaigns.
- + Over 3,000 residences sold from our 'off-the-plan' marketing.
- + 80% of our work is geared toward property development, construction and real estate.
- + Our agency demonstrates exceptional stability with no recent changes in staff employment.
- + We possess inside local knowledge and insight on other local projects.
- + We are highly regarded and recommended by many local property professionals and developers.





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