

APRIL 2021  
**PROJECT  
HIGHLIGHTS**

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**Ideation to  
Execution**

Nº . 04

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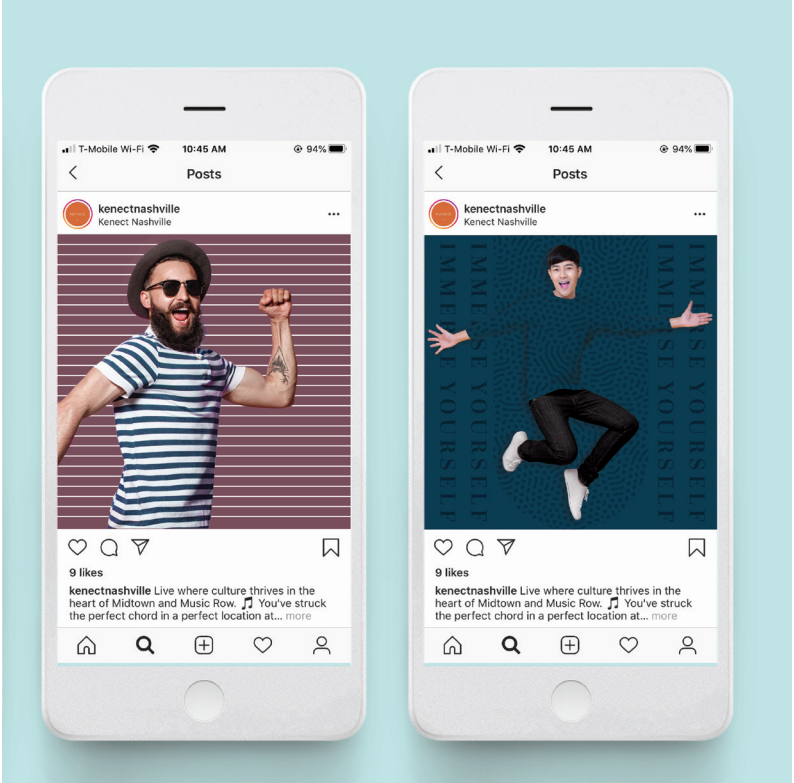
# first look.

**PHASE:3**

Akara Partners - Kenect Nashville

Phase 3 teamed up with Akara Partners for the first time to help launch their new innovative co-working, multi-use, apartment community, Kenect Nashville. By refining their brand, developing a new communications strategy, a new brand expression and creating a library of social assets, brochure and [launch video](#) - Phase 3 lead a successful launch campaign, providing them with a reliable and scalable foundation for future growth.

Services: Branding, Public Relations



kenect





## KB Advisors

As a new client, KB Advisors looked to Phase 3 to help kickstart their new brand, by not only designing and printing their collateral, but also providing insights on the newest promotional trends for their employees and customer gifts.

*Services: Promotional Items, Small Format Print, Graphic Design*



### 2021 IS OUR FIRM'S 20TH ANNIVERSARY YEAR!

As we embark on this new decade in business, we are refreshing our name. As of January 1, 2021, Bleakly Advisory Group is doing business as **KB Advisory Group**.

You can expect the same trusted staff of consultants who are proud to continue to offer excellent service and a renewed energy for answering the tough questions in real estate and urban economics for our clients. With the refreshed name comes a new logo and a new website: [www.kbagroup.com](http://www.kbagroup.com)

Thank you for your connection to KB Advisory Group, and we wish you and yours nothing but the best in 2021.

Yours,

Geoff Koski, President  
KB Advisory Group

**Informed, Insightful, Innovative**



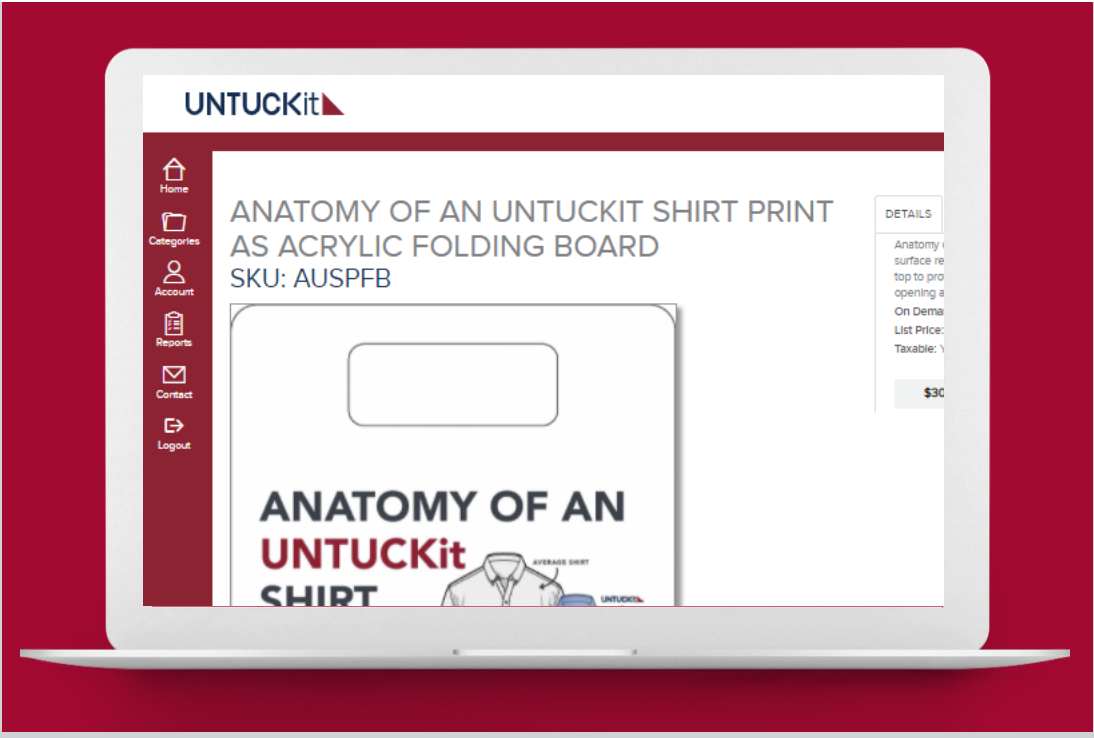
**KB** | ADVISORY GROUP



UNTUCKit

Over the past 10 years, Phase 3 has worked with this New York City-based retail brand and has assisted in helping them grow into more than 70 locations. To expand their retail footprint with ready to-go marketing logistics, Phase 3 introduced UNTUCKit to Medialink, our print-on-demand, warehousing and distribution services.

*Services: Medialink, Large and Small Format Print, Warehousing, Distribution*







## Kinley Chattanooga

Despite the COVID-19 pandemic, Phase 3 successfully supported the grand opening of the Kinley Chattanooga, a Marriott hotel, in early March. The hotel is located in Chattanooga's eclectic Southside entertainment district.

*Services: Grand Opening Public Relations Services*

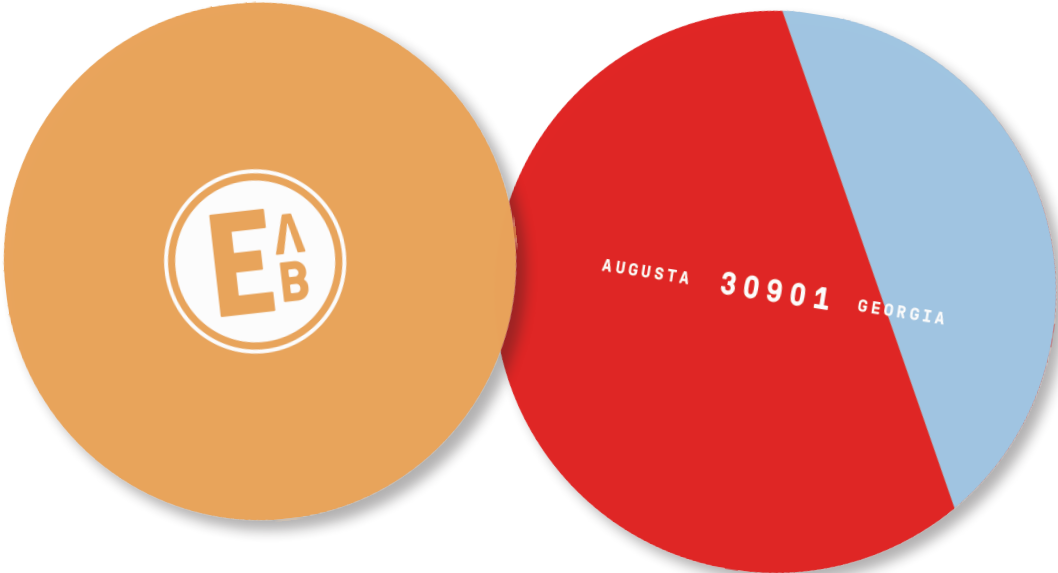




**Edgar's Above Broad - Goodwill Industries**

To support the opening of Goodwill Industries of Middle GA's new restaurant concept, Edgar's Above Broad, Phase 3 deep dived into the Augusta, GA market to develop and execute a compelling brand narrative, expression, website and the fun creative deliverables you see here. EAB is not only a restaurant but also a rooftop entertainment venue, so it was only appropriate that their brand match this social enterprise's fun, breezy atmosphere.

*Services: Branding, Website, Large Format Printing*



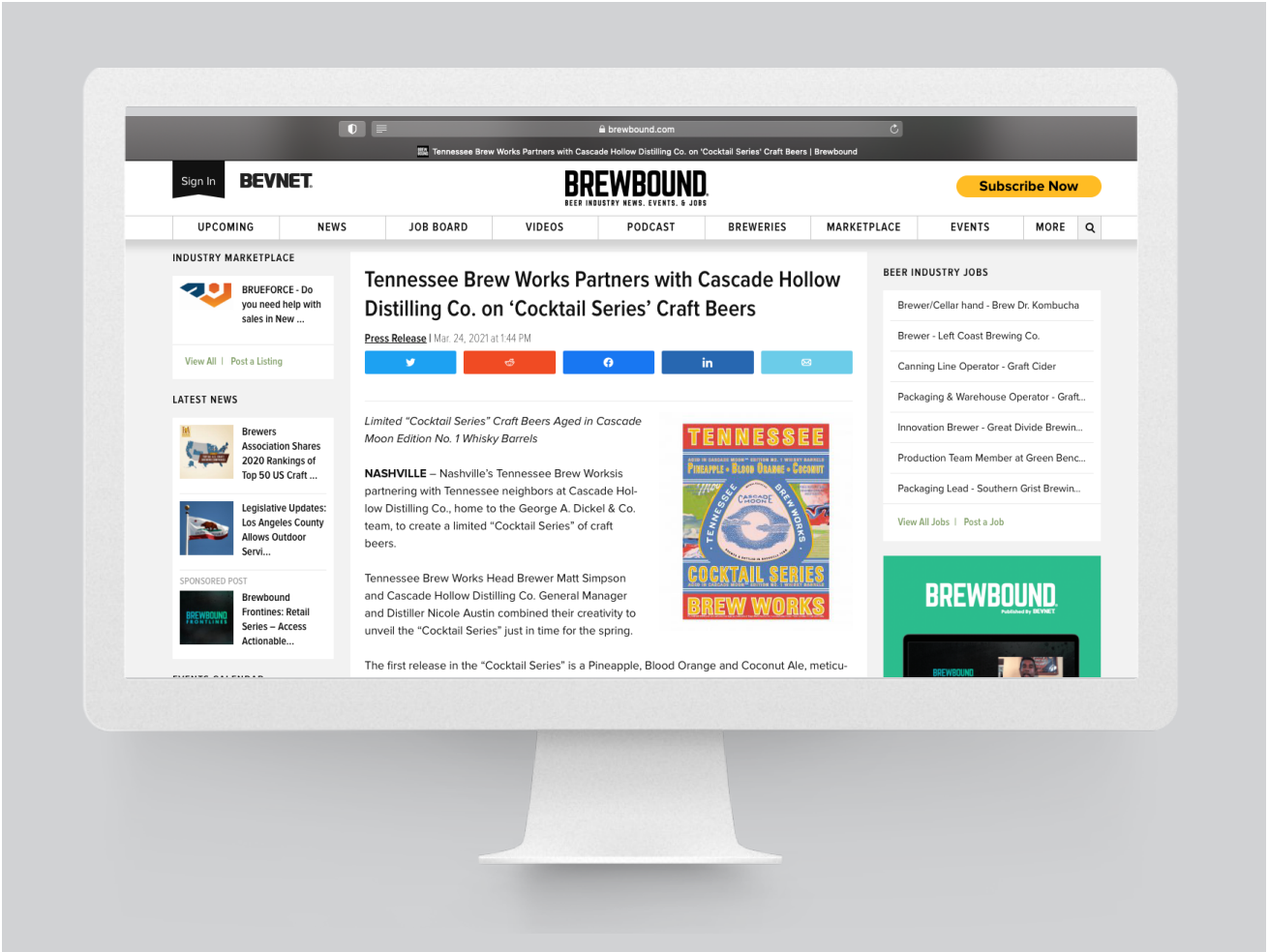


## Tennessee Brew Works

Phase 3 has worked with the Tennessee Brew Works team since 2017 and over the past 4 years have successfully generated exposure for this local Nashville taproom and brewery. Using our stellar media relation services, we have earned almost 900 press hits from local publications to national spots, reaching over 146,300,000 people.

*Services: Media Relations*

Additionally, over the past few months, Tennessee Brew Works has participated in several collaborations, including Turner Haus Brewery in Chicago, one of the few Black-owned breweries in the country. To celebrate Black History Month, the breweries released Gazelle, a hazy double IPA, which was named in honor of Tennessee native and Olympic legenda Wilma Rudolph.







KIDD

20 V A T

I 18 N

WELCOME!

#nissan  
#kiddovation2018

PASSPORT  
TO FUN



Sign in to get your passport  
to fun. Don't forget to sign  
out as well!

Be sure to take a fun picture  
to keep, and to use as your  
badge photo.



20 18  
KIDD  
VATION

#nissan  
#kiddovation2018

## Nissan

To go all out for their first-ever career day, Nissan North America awarded Phase 3's KIDDOVATION concept as the winning campaign for this annual event. The full campaign scope included naming, branding, graphic design and production of all of the event's graphics and giveaways.

*Services: Branding, Small Format Printing,  
Promotional Products*



KIDD 20  
VATION 18





## Solutions Architecture

As the Hawthorne School District in New Jersey was gearing up to reopen, they reached out to Solutions Architecture to help revamp key areas within various school locations. Phase 3 was brought in to do the site surveys, provide substrate recommendations and finally print and install. What a great collaboration!

*Services: Large Format Print, Installation*





## Neiman Marcus

Phase 3's Fabrication team had the great opportunity to ideate and fabricate Neiman Marcus branded trunks. The trunks, which came in multiple sizes and were made of various materials, were sent out to a handful of locations, where influencers were invited to come showcase.

*Services: Fabrication*



LEATHER / FAUX



QUILTED FABRIC



QUILTED LEATHER



TUFTED



BRASS

Materials



Phase 3 provides integrated marketing and print services – from ideation to execution – to simplify the way you connect with your customers.

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Branding

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Environmental Design

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PR & Social

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Website Development

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Small Format Printing

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Large Format Printing

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Fabrication & Installation

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Promotional Products



**Ready to get started?**

Call your Account Manager about your next project, or visit [phase3mc.com](https://phase3mc.com).

**PHASE:3**