

August 2021

**PROJECT
HIGHLIGHTS**

**Ideation to
Execution**

Nº . 08

first look.

PHASE:3

Bragg Canna

Bragg Canna engaged Phase 3 to develop a top-shelf cannabis brand that is sophisticated in style, yet accessible in tone. Inspired by cannabis’s healing properties for those facing chronic and terminal illnesses, the “Make Yourself Comfortable” brand features a Caladrius—the mythical bird said to remove sickness and suffering — that captures Bragg Canna’s message. Custom botanical illustrations and an earthen color palette bring the brand quite literally down to earth, to the rich Alabama soil where the brand is rooted.

Services: Branding





Volunteers of America

Phase 3 had the opportunity to print, fabricate and install the various wayfinding and advertising signage seen throughout this year's Volunteers of America Classic golf tournament that took place at Old American Golf Club in The Colony, TX.

Services: Print, Fabrication, Installation



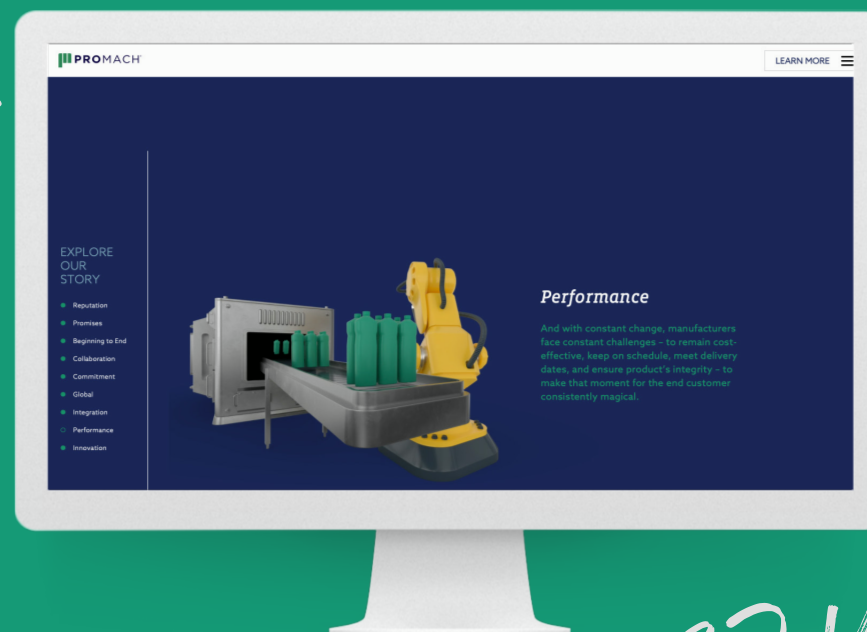
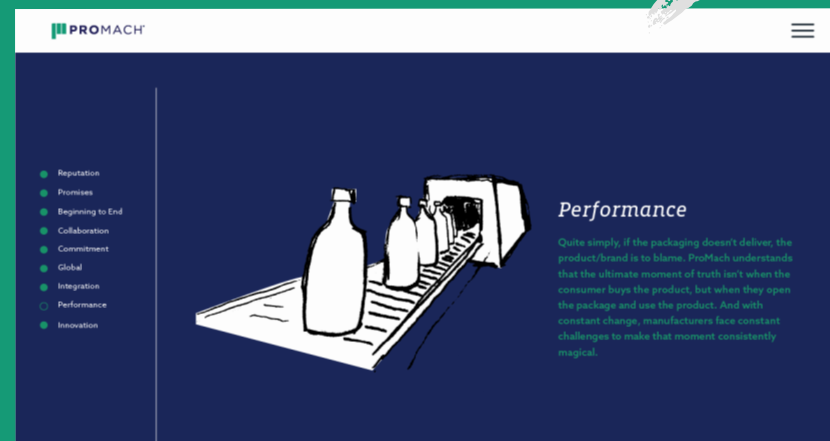
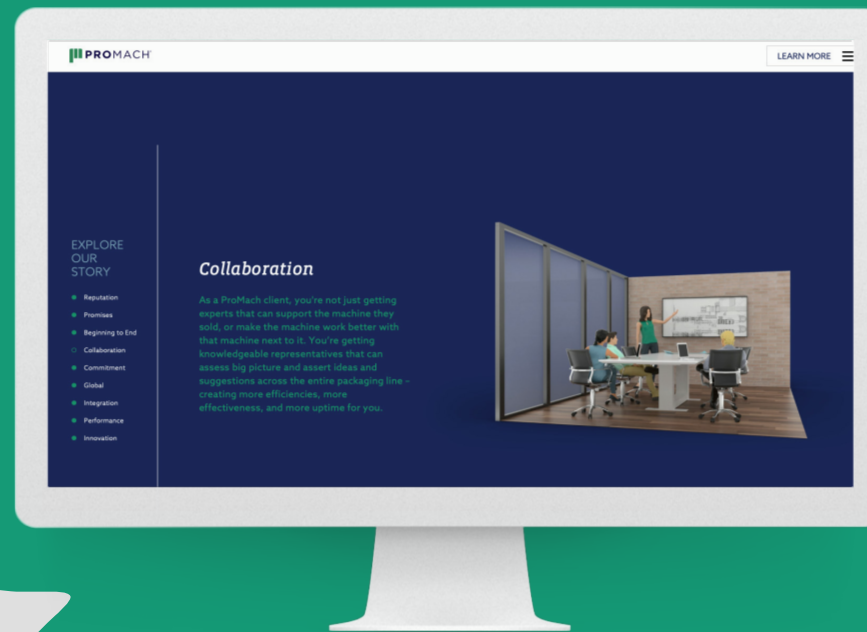
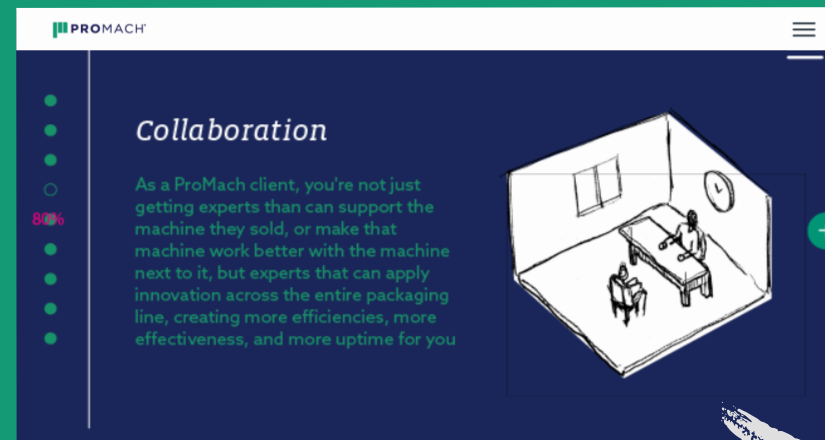
Ole Smoky

Our corporate communications client, Ole Smoky Distillery, hosted First Lady Dr. Jill Biden and country singer Brad Paisley, as part of the White House Administration’s nation-wide tour to reach millions of Americans who still need protection against the COVID-19 virus. Phase 3 managed on-site media relations with the national FLOTUS Press Pool, which has generated over 200 local, national and international earned media hits and has reached over 200 million people.

Services: Public Relations



Storyboard



3D Visual System

ProMach

In an effort to create an emotional connection between ProMach and their audience based on the “Go Where You Want to Grow” tagline, Phase 3 developed and executed the creation of an animated micro-site, that was part of a larger campaign to drive engagement with the ProMach brand. Based on our research, Phase 3 identified and developed key content assets for the digital experience that were then utilized in the storyboarding process. Once our storyboard was approved, we worked with an animation partner to turn our ideas into a 3D masterpiece. Check it out for yourself [here!](#)

Services: Design, Web Development





Criollas

To kick off summer, Criollas treated NYC with their delicious baked empanadas, sweet treats and fresh drinks at a Pop-Up event that took place at the Lincoln Center's open-air public art installation space, The GREEN. Phase 3's production and promo team provided the menus, banners and branded hand sanitizer that helped lead to a succesful event.

Services: Print, Branded Merchandise



New York City Football Club

To highlight NYCFC’s 5th annual Pride match at Yankee Stadium, Phase 3 printed and installed these colorful smokestack wraps.

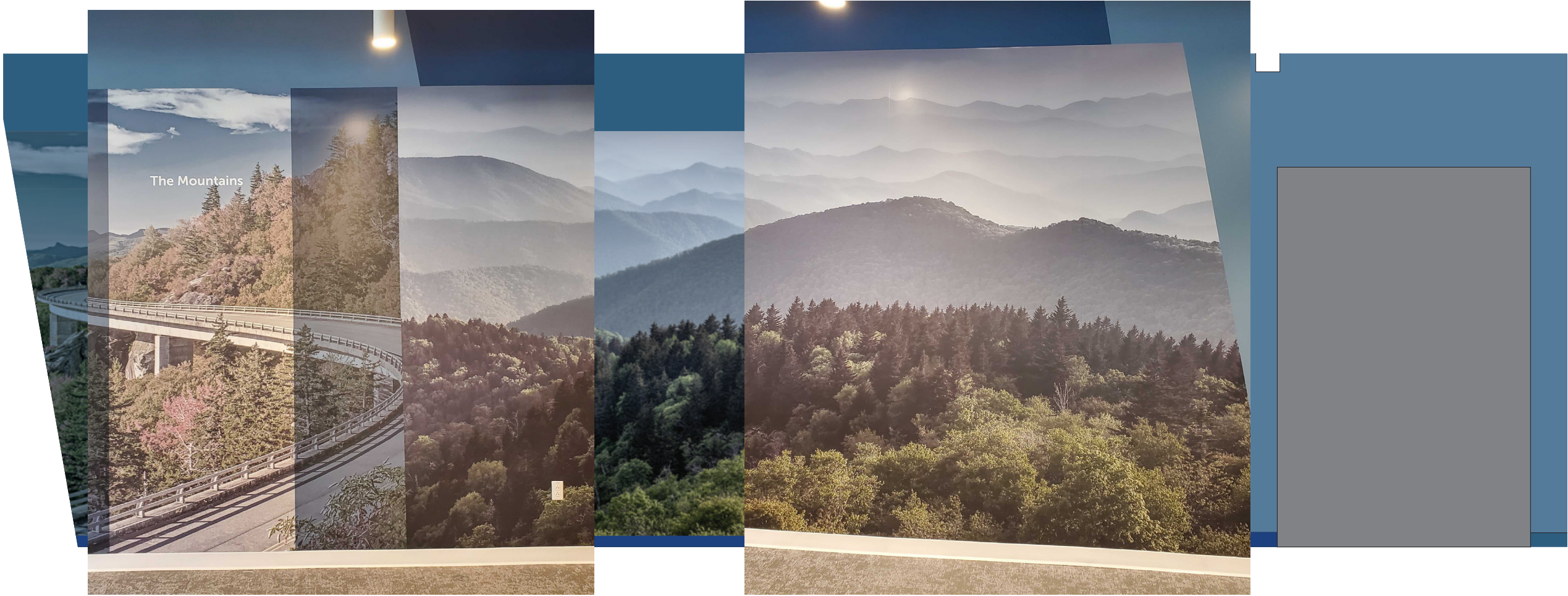
Services: Print, Installation



UCB Pharma

Wishing to incorporate North Carolina’s most significant landmarks in their new Raleigh office, long-standing Phase 3 client, UCB Pharma, tasked us with creating, printing and installing all of their new office graphics. From the rolling Appalachian Mountains, to the coastal outer banks, to the Raleigh city skyline, Phase 3 brought the best of North Carolina’s scenic beauty indoors in this notable *Ideation to Execution* project.

Services: Design, Print, Installation





BROADSTONE
UPPER WESTSIDE

Alliance Residential Broadstone Upper Westside

Phase 3 loved breathing life into Broadstone Upper Westside's brand identity by incorporating distinct and rich textures, cozy colors and lifestyle imagery that truly encapsulates what it's like to grow and live in Atlanta's budding Upper Westside.

Services: Branding, Print



Join the Wonder



Retreat & Renew

Barnsley Resort

After not only ideating and executing a successful rebrand for Barnsley Resort, we also have strategically created and managed their media campaigns over the past two difficult years, helping our client hit their highest revenue months ever this past spring. Despite the fact that Barnsley still isn't at 100% occupancy due to COVID-19, Phase 3's media services has increased their overall revenue from search up 264% year to date and ROAS (return on ad spend) up 137%, all contributing to high conversion rates and general brand awareness.

Services: Branding, Creative Advertising, Media Buy



BARNSELEY
RESORT

Email Banner



BARNSELEY
RESORT



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TOGETHER

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MEETING TODAY

Print Ad



ESCAPE
TOGETHER

far, far away has never been so close

Surrounded by 3,000 acres of breathtaking countryside, Barnsley Resort offers immersive experiences graced by the beauty of gardens, filled with adventure, and defined by Southern hospitality.

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BARNSELEY
RESORT



far, far away has never been so close

Barnsley Resort delivers the best of destination travel—without the travel. Just one hour north of Atlanta and one hour south of Chattanooga, Barnsley Resort is a peaceful and playful fairy-tale escape on 3,000 scenic acres in the foothills of the Blue Ridge Mountains.

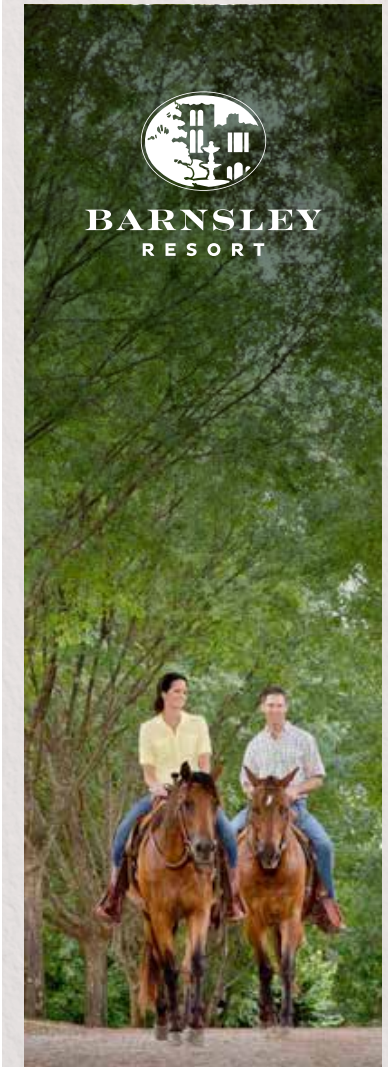
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Digital Ad



BARNSELEY
RESORT



*far, far away
has never been
so close*

ESCAPE TOGETHER

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

Branding

Environmental Design

PR & Social

Website Development

Small Format Printing

Large Format Printing

Fabrication & Installation

Promotional Products



Ready to get started?

Call your Account Manager about your next project, or visit phase3mc.com.

PHASE:3