

C.I. CAPABILITIES PRESENTATION

'13

WEB

PRINT

PR

DIGITAL



Formalized in 1991, COMMERCIALiDEAS was the evolution of two successful advertising-related companies founded by Tim Pugliese in 1975. Over the past 35 years, our reputation has grown through a strategy-driven philosophy that provides results for our clients, many of whom we have represented for over 25 years. COMMERCIALiDEAS provides our clients with intricate knowledge of various industries, an award-winning creative team, certified industry research expertise, and exemplary budgetary control.

If you seek to partner with an established team to enhance your corporate branding and business growth, contact us today!

OUR SERVICES

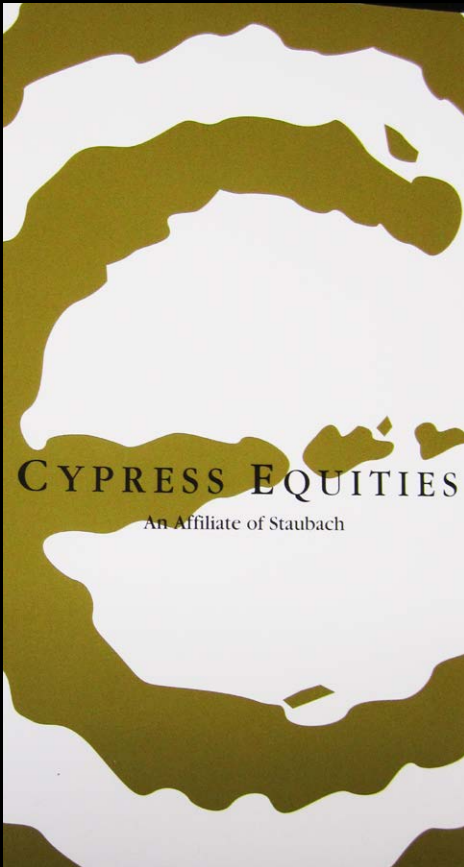
- *Marketing Strategy and Branding*
- *Web Site Design and Production*
 - *Search Engine Optimization*
 - *Content Management*
 - *Video and Photography*
- *Social Media i.e. FaceBook, Twitter, Blogs*
 - *Public Relations*
- *Print and Broadcast Media*

Tim Pugliese



PRESIDENT, CREATIVE DIRECTOR
& STRATEGIST

Tim holds a BS in Radio TV and Film from the University of Texas at Austin and a Master of Arts in Broadcast Television from SMU where he also taught creative writing and advance film production. Tim started his company more that 30 years ago and has won dozens of awards for creative campaigns.



Staubach Retail Services/Cypress Equities Development

Tim Pugliese and his firm have enjoyed a long and productive relationship with the landmark companies owned by Roger Staubach.

He was retained early on and continued to play a role until the companies were sold to Jones Lang LaSalle... and then beyond. To this day, his company is currently working with the same entities via their new owners and have active contracts with both SRS/Cypress and Jones Lang LaSalle.

The major Brand development experience started when Roger decided to expand his fledgling Commercial Real Estate company and launch into the Retail Tenant Representation business and Retail Development business at a time when most felt it would be a conflict of interest to offer both services.

Pugliese joined the Staubach key players, led by CEO Chris Maguire, for a brainstorming and strategic planning meeting at Chris' lake house where "Cypress Equities" was formed (the company is named after Lake Cypress Springs). The new company was to be the formal Staubach Brand operating entity used for the retail development business so it would be at arm's length from sister brokerage company Staubach Retail Services.

From there the agency was tasked to work directly with the Staubach Director of Marketing to accomplish the following:

- Create the logo and positioning statement
- Create a business development program and train the new team in tactics and strategies
- Develop the initial web site
- Develop the corporate collateral and related marketing materials
- Create and distribute the inaugural press strategy and releases
- Conduct initial Confidential Client research to best position the new Brand
- Meet Cypress team members on a regular basis to review "Hit List" new business strategies
- Plan and fulfill all local advertising, marketing and PR as all the 26 domestic US offices opened
- Re-design and maintain the Staubach Company 1500 sq ft trade show booth at the annual International Council of Shopping Centers (ICSC) Spring Conference in Las Vegas. The largest event of its kind in the country
- Create marketing materials and strategies for use at ICSC

Cypress became wildly successful, co-operating more than 26 offices with Staubach Retail Services nationwide and abroad.

The core initiatives, as listed above, including the logo are still basically intact and in use.

Commercial Ideas is currently engaged with the successor company, SRS, on Brand related projects as well as Jones Lang LaSalle on web site and hosting accounts.





COMMERCIAL IDEAS

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