



# Unique Brand Enabled Successful Launch of Austin-Based Commercial Real Estate Firm

Memorable Messaging, Positioning and Design Helps Set the Company Apart

Tower Commercial is an Austin area real estate firm that specializes in securing commercial space for tenants (only a select few firms exclusively represent tenants). Companies rely on Tower's 30+ years of experience in tenant representation services and corporate real estate to work on their behalf to manage everything from market research and financial analysis to lease negotiations.

## WHAT WAS THE OPPORTUNITY?

### Company Founder Needed Help Creating Branded Presence in Austin

The founder of Tower Commercial had recently branched out from working with a local commercial real estate company to start his own firm. To do this, they needed assistance with everything from a company name and logo to building content for the website and collateral. Launch Marketing's breadth of marketing services and resources provided Tower the ability to work with one point of contact for all of their marketing needs.

*"The strong market presence they helped us build was top quality and has successfully differentiated us from others in the industry. I heartily recommend Launch Marketing."*  
Bill Gump, President, Tower Commercial

## WHAT WAS OUR SOLUTION?

### Establish a Cohesive Design, Brand and Message Platform

Launch Marketing provided strategic direction in terms of naming the company and branding the business as Austin area commercial real estate experts. We identified a name that aligned with the business focus, created a look and feel that was incorporated into everything from the logo, website, collateral and paper system and developed impactful messaging that effectively communicated company expertise and key differentiators.

## WHAT DID WE DO?

### Provided Design and Messaging to Build a Brand and Differentiate Tower in the Market

Our team conducted market research to determine several name options, designed the company logo and refined the messaging framework. Launch helped with the strategy for intuitively packaging the service offerings and simplifying the positioning. Additionally, we developed the paper system, collateral templates and delivered content to populate the website and various marketing materials.

## WHAT WERE THE RESULTS?

### Successful Business Launch and Continued Company Growth

Launch provided the strategic guidance from a marketing perspective that helped position Tower to become trusted as a local commercial real estate expert that caters to tenants. Tower has continued to engage with Launch following the initial company launch as we have proven to be an integral part of their virtual team.

Bill Gump, President of Tower Commercial said, "I have very much enjoyed working with Launch Marketing. They are creative, responsive and always provide speedy turnarounds. The strong market presence they helped us build was top quality and has successfully differentiated us from others in the industry. I heartily recommend Launch Marketing."

