

inspired.



Back to
Business –
Not as Usual

WHAT WE'VE BEEN UP TO:
Breaking down the brand.

ONE STOP SHOP:
New printers, displays,
and product options.

NEW WAYS TO LOOK AT THINGS:
Developing new ways to make
the home more versatile.

CELEBRATING

4 years
over

5

DESIGN
FOUR ■ FOUR ■ SIX

CREATIVE MINDS AT WORK

BACK TO BUSINESS – NOT AS USUAL



Building a brand that stands out and connects with your audience is imperative for success. At Design 446, we put our powerful ideas, inspiration and creativity to work for you!
Visit us at design446.com or call 732.292.2400.



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2020
*looked to many
of us as a new
year filled with
optimism and
promise.*

*Three months
later, we were
all operating in
a new reality...*

Last year, Design 446 celebrated our 45th Anniversary. Not an easy accomplishment when you think of the way the world has changed over nearly a half a century. In 1974, information moved slowly and technology grew at a snail's pace. Entering our 46th year, Design 446 was poised to take on the challenges of the new world of technology and marketing that is evolving at warp speed. Somehow, we were keeping up, and helping our many clients keep up as well.

Indeed, 2020 looked to many of us as a New Year filled with optimism and promise. Three months later, we were all operating in a new reality. Less than 90 days into 2020, nearly every facet of our lives had changed. Even our vocabulary sounded different. Phrases like “the new normal”, “social distanced”, and “you’re on mute” became a normal part of our everyday narrative.

Like many of the events that have shaped our Company's history, The COVID-19 Crisis forced us to dig deep and summon up the nerve to persevere. Just like many of our loyal clients, we packed up our offices, moved our computers to our kitchens, bedrooms and closets, and settled in for the long haul. We were able to keep our physical office open with a skeletal crew of pressmen, display makers and a rotating group of key personnel. Design 446 was ready, or at least we thought we were to take on the new unknown.

What we soon learned was that many of our clients and friends were hit much harder than we were. Our hotel and restaurant clients were forced to close. Our non-profit clients were forced to cancel dozens of in-person fundraising events that were vital to keeping their doors open. Our builder clients closed their offices, making it all but impossible to sell or lease homes.

What could we do? We turned our creativity into new products and communication methods. Instead of printing brochures and direct mail, we were producing custom COVID signage for walls, doors and floors. We switched from making displays to making plexiglass dividers to protect sales associates selling homes and students and teachers returning to schools. We helped prepare virtual fundraisers so our non-profit friends could keep serving the community and we continued to get out the important marketing messaging so our clients could continue to communicate – in some cases, more effectively than before.

After nearly a year, we are “Back to Business – Not as Usual” and we thought we would share some of what we learned in our latest issue of *inspired*. Magazine. In this issue, we explore how our clients tell their story in “Breaking Down the Brand” because your brand is so much more than just your logo. We also delve into the world of Podcasting by sharing the 10 basics of “Podcasting 101.” In “One Stop Shop”, we detail marketing techniques that keep your clients engaged and help them safely return to in-person sales. “New Ways to Look at Things” explores the changing ways we are living today and in the future. We also share a few testimonials from our fans, that quite frankly, made us feel really good about coming to work when the world was turned on its head.

We are saddened by pain and loss so many have experienced, but we are inspired by how resilient we all can be. We are looking at the start of 2021 with optimism and promise working together!

Stay safe and be well.

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inspired.

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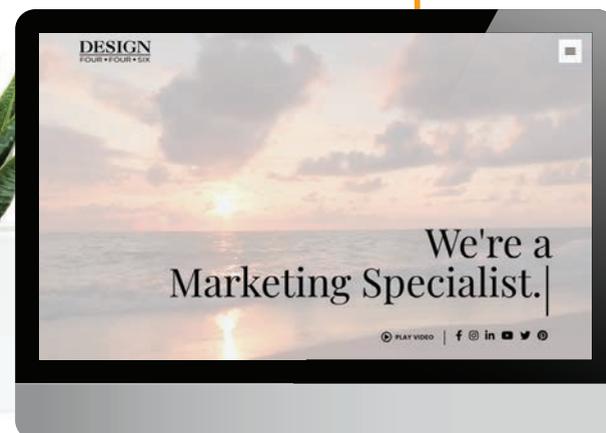


BREAKING DOWN THE

BRAND

THINKING
 INNOVATION
 CREATIVITY
 STRATEGY
 PLANNING
 MESSAGING
 RESEARCH
 TECHNOLOGY
 MARKETING
 TEAMWORK

With every great brand, there is a great story. A well thought out narrative that helps establish what the brand is all about - its **purpose, values, mission and promise**, offering more than just a product or service, but an experience.



Design 446 specializes in brand development through creativity, careful planning and a concrete understanding that you and your product are more than just a logo. We make it simple, but significant. Your brand is the face of your business and the foundation on which your advertising and marketing strategy is built. It's your personality - your reputation and image, all rolled into one.

WHY? HOW? WHO? WHAT?

WHAT WE'VE BEEN UP TO

Our branding strategy begins with three pillars in mind:

- » 01 A UNIQUE SELLING POINT (USP)
- » 02 A VERBAL NARRATIVE
- » 03 A VISUAL IDENTITY



Now, let's turn to your brand. **Why do you exist? How do you define and operationalize your purpose? What is your story? Who is your audience? What do you want them to know or do?** We gather information about what makes your brand unique, create a list of goals that you wish to accomplish, and then brainstorm ways to attain those goals. This is the first step in reaching your targeted audience in the most genuine way.

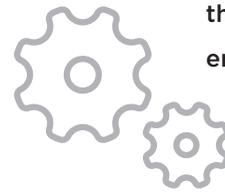
The objectives here are simple. Develop a vision or picture of the future you hope to see (and want to create) for those you wish to impact. This should be vivid and evoke the experience of achieving your primary goal in your consumers' imagination. A great vision should read like an inspiring new reality that people are excited to be part of. To accomplish all of these things, your brand must be simple, unexpected, concrete, credible and emotional. Throughout this process, continue to drive forward with a clear call to action in order to promote engagement.

CASE IN POINT: MERCY CENTER

Founded by the Sisters of Mercy, Mercy Center holds a special place in the heart of Design 446. The nonprofit provides programs and services that empower, enrich and educate people facing socio-economic challenges to realize their full potential, with a special emphasis on women and children.

Through Mercy Center's rebrand, we were tasked with underlining the spirit of the nonprofit with the cross at the center of all its endeavors. Our goal was to honor the history of the Mercy Center while highlighting the hope and brightness of the future.

Sister Carol Ann Henry, Executive Director of the Mercy Center, said, "For 35 years, we have served the disenfranchised population in greater Asbury Park. We remain rooted and centered in our faith as we continue with our commitment. The new colorful and modern logo brings our message of hope to life and visually reflects our presence in the community."



PREVIOUS LOGO



REFRESHED LOGO

Mercy Center
Empower • Enrich • Educate



Empower
Enrich
Educate





»» WHAT'S YOUR STORY?

Another great story is that of Rouse Chamberlin Homes. The 40-year-old homebuilder recently enlisted the 446 team to begin their rebrand. Building on the brand pillars of quality, integrity and value, we strategically positioned Rouse Chamberlin Homes as the premier homebuilder in Southeastern Pennsylvania by generating interest through targeted messaging, a distinctive brand and consistent voice that was friendly, aspirational and experienced. A new logo, brand guide, signage package, corporate brochure and seasonal marketing campaigns followed to bring life to the new revitalized Rouse Chamberlin Homes.

Throughout the creative rebranding process and moving forward with future projects for both Rouse Chamberlin Homes and Mercy Center, Design 446 will remain consistent to each respective brand identity and narrative. **Because the very best brand story is the one that takes you on a journey of what could be...**



PREVIOUS LOGO



REFRESHED LOGO



WHAT WE'VE BEEN UP TO...

Larken Living

Love where you live.

Design 446 also worked with long-time client Larken Associates to develop its Larken Living brand. Using a bold color palette and contemporary icon, we developed a branding identity that is both eye-catching and versatile. Even our doggie friends "love where they live".



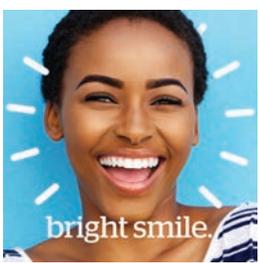
LARKEN LIVING



Brighton

A new way of living.

Design 446 created the brand identity for Brighton, a mixed-use development poised to redefine the Winslow Township landscape. By using a bright color palette, innovative narrative and playful graphics, we engage the audience and invite them to become a part of this dynamic neighborhood.





A SOUTHERN SPOTLIGHT ON LOWCOUNTRY LIVING

The incredible cuisine.
The captivating history.
The cultural gems.
The southern charm.

This is the lowcountry.

When the 446 team was tasked with designing the new Sales Center for K. Hovnanian's® Four Seasons at Carolina Oaks, a new, active adult 55+ community, we were overjoyed with the chance of diving deep into the lowcountry of beautiful Bluffton, South Carolina.

The simple thought of the "lowcountry" conjures up so many things – geographic region, multinational culture, authentic cuisine, spectacular architecture and so much more. We couldn't wait to get immersed in all of it. So, we started daydreaming of sweet tea, marsh views, big old oak trees, meandering rivers, reclaimed wood and, of course, shiplap.

We wanted the Sales Center to be filled with the best of the lowcountry, complete with natural beauty, innovation, comfort and luxury. So, we did what we do best – we got to work. The Sales Center floor plan had many layers – the rocking chair front porch, the reception area, southern hospitality, lowcountry lifestyle, design gallery, a beautiful patio and a host of offices. We created a unique plan and narrative for each space.

The finishes were important. From paint colors and carpets to countertops and tile, we took it all into consideration when orchestrating the flow of the space. The Southern Hospitality room featured counter height cabinetry with seating and applied molding/shelving for displays with accessories above. The shiplap video wall featured an 86" television monitor that is now used to share the story of K. Hovnanian® Homes. With touchscreen displays sprinkled throughout, prospective homebuyers can have a hands-on look at it would be like to live at Carolina Oaks.

After the install, with hush puppies in hand, the 446 team quickly came to the realization that we too might just want to move to the lowcountry.



LISTEN UP!

Podcasting 101

Once upon a time, Design 446 was approached by long-time nonprofit partner HOPE Sheds Light with the exciting task of creating a new podcast. And, just like that, the 446 team dove headfirst into the world of podcasting. Shortly thereafter, our team helped HOPE Sheds Light create, brand and launch Rise with HOPE. Now available on all major podcast platforms, Rise with HOPE offers a new perspective on addiction by creating an environment of compassion for individuals and families impacted by the disease.



1 DEVELOP A CONCEPT.

Why are you starting the podcast? What are your goals?

2 PICK A THEME OR TOPIC.

Remember, you are the expert here. Each podcast episode should reflect that.

3 NAME YOUR PODCAST AND SELECT A FORMAT.

Keep keywords in mind for SEO. Some popular format options include interviews, scripted, news recaps and educational. Once you select a format, you will need to brand your podcast with a logo, images and music.

4 DETERMINE THE LENGTH.

We recommend 20-30 minutes max. The goal is to produce quality, engaging content that you are confident your listeners will want to listen to.

5 CREATE A PUBLISHING SCHEDULE.

Daily, weekly, monthly. The choice is yours but be sure to stay on schedule. Your followers will appreciate consistency.

6 PICK YOUR SPACE!

Podcast recordings should take place in a quiet room with plenty of space and few reflective surfaces or lots of items to absorb sound (i.e., furniture, carpeting).

7 REMOTE GUESTS? NO PROBLEM!

SquadCast and Zoom offers applications that allow you to host interviews from different locations.

8 RECORD AND EDIT YOUR FIRST PODCAST

Once you're ready to record your first podcast, we recommend creating an outline to ensure that you stay on schedule. Oh, and make sure you have some water nearby because, well, you're going to need it. Once your recording is complete, you will need to edit the episode and add an intro/outro.

9 MAKE IT PUBLIC!

The moment you have been waiting for has arrived... it's time to upload your podcast episode to some (or all!) of the most popular podcast platforms like Apple Podcasts, Spotify, Google Podcast, Stitcher, iHeart Radio, TuneIn + Alexa.

10 SHARE, SHARE, SHARE!

Now that your podcast is live, it's time for the official launch. Spread the word by sharing your new podcast to your website and social media channels. Email marketing and press releases can also help take your podcast to the next level!

NUMBERS MATTER

Podcast creation and consumption continues to grow across the industry. In fact, according to Oberlo, there are currently **850,000** active podcasts and over 30 million podcast episodes (Podcast Insights, 2020). To put that in perspective, there were only 500,000 active podcasts as of February 2018. An estimated **70 PERCENT** of the US population is now aware of what a podcast is – up from 64 percent in 2018. According to Statista, 2019, **MORE THAN HALF** of all US consumers above the age of 12 listen to podcasts and **THREE OUT OF EVERY FOUR** podcast listeners in the US say they tune in to learn new things. And don't worry, the future of podcasts is not projected to slow one bit. Podcast advertising revenues are expected to **SURPASS \$1B** in 2021, according to eMarketer, 2019 – 10 times the amount spent on podcast ads in 2015.



ONE STOP SHOP

*Custom.
Unique.
You.*



When people are unable to browse brick-and-mortar stores or model homes to test out products, they need to build trust in other ways. Updating your storefront, office space or homepage, as well as quickly updating messaging and proactively creating content that addresses concerns, can go a long way toward fostering trust.

Design 446 is proud to be your trusted source for reaching clients digitally and bringing them back safely in-person, with custom messaging and marketing materials that are **uniquely you**.

» CUSTOM SIGNAGE

Be Smart, Stay 6 ft. Apart.

From floor graphics to window clings, signage has never been more important. Utilize impactful displays to underline your brand values and safety all while highlighting your product.

» DESK SHIELDS/SANITIZING STATIONS

Reinforce everything your customers already know about your brand, and translate it into a safe physical atmosphere.

» GOING LIVE

Screen time - All the time.

Bringing people together while physically distant has been the goal since day one of the COVID-19 pandemic. From the closures of movie theaters and sports arenas to the limiting of capacity in restaurants and public spaces, socialization has shifted from in-person to virtual in a matter of moments.

In-person interactions are invaluable when it comes to building a relationship with prospective customers and finding the safest way to accomplish this has led to an avalanche of virtual events. Facebook LIVE, YouTube LIVE and ZOOM have become meet up locations for "How-To" classes, fitness classes, open houses, concerts and home tours and so much more.

» EMAIL MARKETING

Effective email marketing campaigns have the ability to convert prospects into customers and first-time buyers into lifelong brand advocates.

Brands need to continually demonstrate that they know their customer and know what information is relevant and "newsworthy". An email strategy can make all the difference between building a relationship with your customers and sinking without a trace.

» ONLINE PRESENCE

With internet usage at an all-time high, it is critical that your business maintains an up-to-date online presence. Your website is your lifeline to customers and community members looking for information and to support your business.

» SOCIAL MEDIA

Social media has become our primary means of receiving and distributing news, information and opinions.

Don't post in a vacuum, find the perfect mix of brand specific and topic specific content that will reach and make an impact on your target audience. Beyond serving as a place to promote a brand's name and products, social media is an avenue for reaching people where they are both physically and emotionally communicating their hopes, fears, insecurities, opinions and more. Get to know and build your community of brand advocates.

» PRINT

A tangible form of print can never be replaced by digital. Sending a direct mail piece, advertising on specialty items and distributing brochures can make a memorable impact on your customers. It's something they can touch, hold and even stick on their fridge.

Design 446 recently welcomed a new fleet of Xerox digital presses into our offices to better serve our clients.



NEW WAYS TO LOOK AT THINGS



“Homebuilding presses on as homebuyers realize the importance of living in the present as opposed to delaying their long-term plans or life goals in regard to new homes, location and lifestyles.”

Matthew Gaudet-Walters
Director of Business Development for Walters

Throughout the pandemic, with travel restrictions and social distancing in place, homebuilders have done their very best to develop new ways to make the home more versatile for the families who live in them.

Walters Architectural division has reassessed and reinvented home designs based on what the public desires in their future home. The goal is to “future-proof” homes by personalizing them to be more in line with how people live now as opposed to how they lived pre-pandemic.

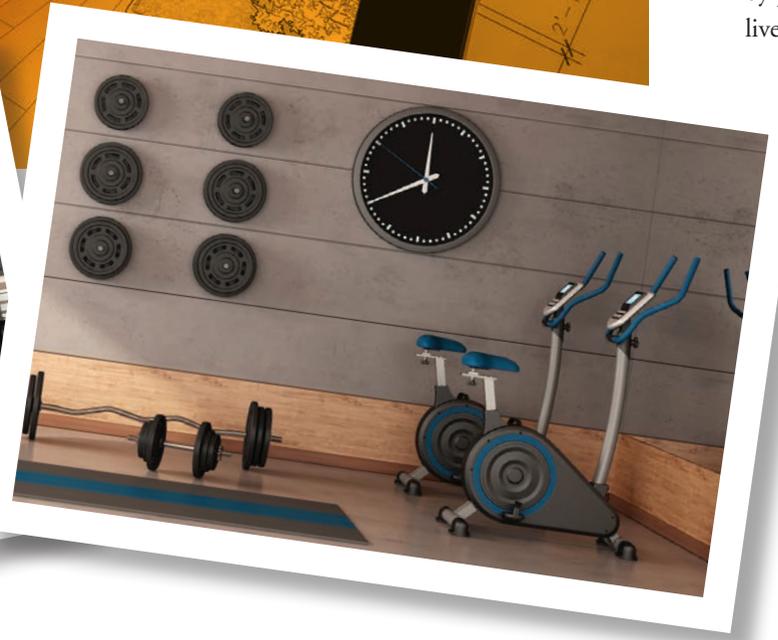


Expect to see antimicrobial materials like copper alloys that resemble natural stone to soon take center stage in kitchens and bathrooms.

The Design 446 interior design team notes that mudrooms and entryways, although desired before, are a necessity now. These areas will now become a place to destress before entering other parts of the home. Open floor plans may also become a thing of the past. Walls and doors are much more appreciated than they were in recent years as people find themselves working and learning from home. By defining spaces and rooms, families have an easier time compartmentalizing their lives – i.e., work, school, recreation, family time, etc.

So, what’s on the must-have list?

Home offices, flex spaces, recreation rooms and outdoor living spaces are what buyers have been asking for. Requests for more personal, introspective spaces like yoga and meditation rooms. The desire is to have fully connected and integrated spaces in case of a future quarantine.



THINGS LOOK DIFFERENT TODAY. COVID-19 IS RESHAPING THE WORLD AROUND US. EVERY INDUSTRY, PERSON AND PLAN HAS BEEN AFFECTED AND THE IMPACT IS LONGSTANDING. WE HAVE SEEN THIS WITH ALL OF OUR CLIENTS – ESPECIALLY HOMEBUILDERS.



Did someone say antimicrobial surfaces?

You bet. Longtime Design 446 client, Arvo Prima of Pr1ma Corporation, says you can expect to see antimicrobial materials like copper alloys that resemble natural stone to soon take center stage in kitchens and bathrooms.

Smart home features like touchless faucets, self-cleaning toilets and voice-controlled appliances will no longer be a luxury option but a standard feature. Zillow Design Expert Kerrie Kelly says, “Just wait until the floor tile takes your temperature and the bathroom mirror checks your vitals. Exciting new products are on the horizon when it comes to a clean, safe and healthy home.”

Although the future is unpredictable and we continue to embark on this “new normal”, here’s one final thought: In an effort to avoid the effects of another toilet paper shortage, consider adding a bidet to your must-have list.

CAN YOU HEAR ME NOW?

COMMUNICATING DURING COVID

Since the start of the pandemic, we did whatever was necessary to stay connected to our clients in order to provide them with critical communication services through **public relations, social media outreach, website visibility and email.** We were simply the means in which our clients were able to get their important messages out to the public.

SO, WE EMBRACED TECHNOLOGY.



We navigated the virtual world by mastering GoTo Meetings, Zoom and Microsoft Teams.

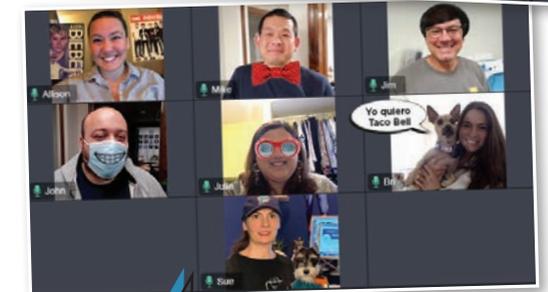
WE LEARNED, WE ADAPTED, WE GREW.

Because the best part of our business is knowing that change is inevitable and we thrived by embracing that.

Looking to the future, we will continue to extend our services to our clients and partners so that no one goes through this “new normal” alone. We want to help whoever we can, wherever we can in whatever capacity makes the most sense. Now is the time to rally around each other, and by helping others effectively share their messages is the very least we could do.

Although it may be true that the majority of New Jersey is not yet back to business as usual, we’re getting there. And the journey to where we are now has given us the strength we need to continue pushing forward. It has proven to our team that we can and will survive regardless of the cards we are dealt.

BECAUSE WHAT WE DO MATTERS. AND WHAT YOU DO MATTERS. AND WHAT WE DO TOGETHER MATTERS EVEN MORE.



**DESIGN 446,
HOW MAY WE
HELP YOU?**



“I just LOVE them”

Having the support of the **Design 446 family** means so much to a non-profit organization like the Ocean County YMCA. They take the time to listen to our needs and use their talent to help us realize our vision, providing an outstanding finished product.

JoAnn Kermick, OCYMCA



“YOU CAN ALWAYS COUNT ON THE DESIGN 446 TEAM TO DELIVER FAST RESULTS - THEIR DEDICATED TEAM UNDERSTANDS YOUR BUSINESS OBJECTIVES, THINKS AHEAD OF THE CURVE, AND GUIDES YOU EVERY STEP OF THE WAY TOWARDS EXECUTION. **THEY ARE 24/7 RESPONSIVE, ADAPTABLE, RELIABLE, AND A PLEASURE TO WORK WITH.** BALLS DON'T GET DROPPED WITH DESIGN 446.”

Kristina Hedden-McGratty
Residential Marketing Consultant



“I am extremely fortunate that I have been able to hire and work with Design 446 since 2006! Over the past 14 years, **DESIGN 446 HAS PROVIDED SUCH IMPECCABLE SERVICE TO BOTH OF THE CLASS A MULTI-FAMILY REAL ESTATE FIRMS THAT I HAVE WORKED FOR.** Their diverse platform of full-service marketing and advertising services is a true benefit to the Client. The Design 446 family is innovative, fun and very detailed oriented. I can't recall a time that I had requested or brought something new to the table and their response not be “of course we can do that for you”! I can honestly say that I have never worked with a more loyal and dedicated team that truly loves what they do! Design 446 is dedicated in meeting their client's needs while being on top of their game to deliver the best design and products to their clients.”

Tricia Wood
Director of Development, Roseland Residential Trust

testimonials



I have had the pleasure of working with Design 446 for almost 10 years on both the new construction and now the rental side of the housing industry. **Over the years we have done multiple sales offices, community grand opening campaigns, brochures, eblasts, banners, signage, promotional items and so much more, and there is nobody I trust more than Design 446.** I know I can call them with a new job or task and they are always eager to jump in to offer solutions to get the job done and help bring my vision to life. They are not only always professional and creative, but they treat you like family and your goals become their goals. I look forward to many more years of continued success working with Design 446!

Jennifer Schwefringhaus, Marketing Director, Kaplan



Design 446 is an award-winning company because of their people, but the innovation, creativity and quality that they produce makes them a step above!

Paul Csik, Senior Vice President
American Properties Realty, Inc.



Our company, American Properties Realty, Inc. is involved in Residential Development in the State of New Jersey for over 45 years. Since 2006, Design 446 has been our exclusive advertising company and has been a tremendous asset in our company's growth. The home building industry requires our company to be innovative, competitive, creative and current to meet the demands plus expectations of today's consumer. The staff at Design 446 has helped us meet all of our needs from website design, brand identity, signage and advertising. I have personally interacted with the same team at 446 for the past 14 years that includes Tom, Ann Marie and Kelly. The creativity and attention to customer satisfaction is evident in my interactions with them on a daily basis and they always will receive my recommendation. Design 446 is an award-winning company because of their people, but the innovation, creativity and quality that they produce makes them a step above!

“It has been my sincere pleasure to work with the team at D446 for over 30 years and an even greater privilege to know each member of the team. Beyond professional, always unique in style and approach and simply lovely to work with. **They took their time from the very beginning to understand and know our brand, treating it like it was their own instead of just a company they were doing work for.** It's very rare these days to find a company that has far exceeded the trends in our industry, while in the process, managing to keep the personal touch as an integral part of the equation. **Simply put, that's Design 446.**”

Laura VanVelthoven
Vice President of Marketing Operations, K. Hovnanian® Homes





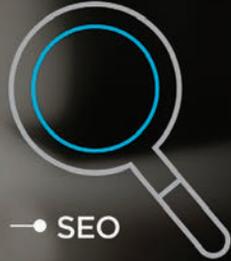
• Video



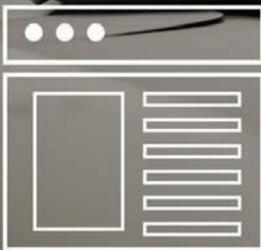
• Content Marketing

DIGITAL COMMUNICATION

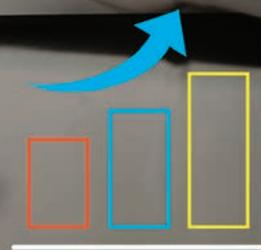
in the new normal



• SEO



• Web



• ROI



CREATE VISION. CREATE VALUE. CREATE IMPACT.

Let's face it, what once was "normal" is now a distant past. The only guarantee we have is change. At Design 446, it's time to do what we do best... innovate and change to prepare for the future. With our expertise we can help you connect with your audience and customers in more ways than ever before. Visit us at design446.com or call **732.292.2400**.



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BRAND DEVELOPMENT • ADVERTISING • MARKETING • GRAPHIC DESIGN • SALES ENVIRONMENTS
WEB DEVELOPMENT • ON-SITE PRINTING • SIGNAGE • INTERIOR MERCHANDISING • SOCIAL MEDIA