Pioneering Storytelling

MAIKER

Hospitality Strategy Place Branding Destination Marketing Lifestyle Brands

/ We engage city leaders and residents with transformative questions that shift perspective from daily operations to intentional growth possibilities.

Pioneering results-driven solutions allow our clients to outperform their competitor cities & regions and earn the trust and loyalty of residents.

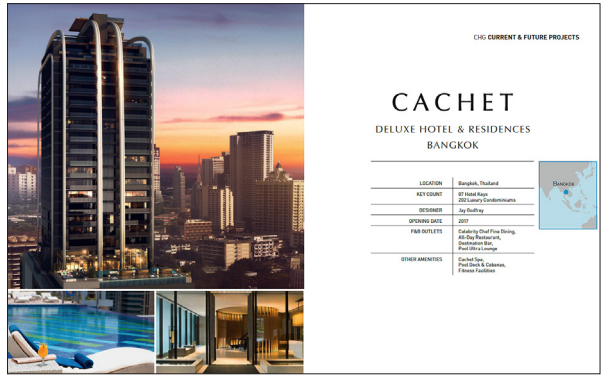
Crafted messaging, visionary filming, and experiential branding utilize strategy and market metrics to engage, inform, and inspire audiences. /

At Maiker Marketing, we excel at combining urban planning, civic management, and media communication into effective, long-term marketing and development plans.

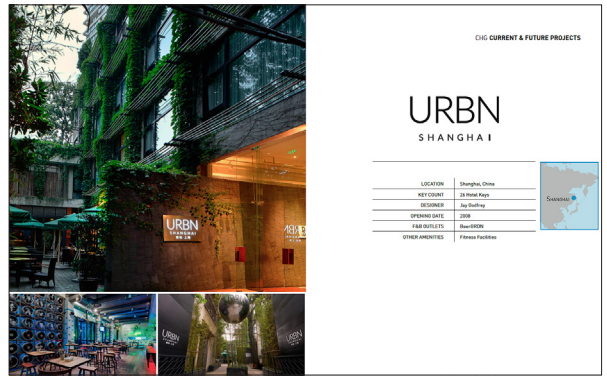
We establish values-aligned investment strategies — including Community Foundations — that attract private capital to fund public good, supporting businesses, infrastructure, arts, and innovation in line with your city's vision.

Then we harness the power of AI to execute these strategies with precision, automating content distribution, optimizing social media campaigns, and analyzing real-time data to ensure maximum impact and ROI.

By leveraging AI, we ensure consistent, targeted messaging across all channels, while driving sustainable growth through purposeful investment and engagement.







CACHET

HOTELS · RESIDENCES
& RESORTS

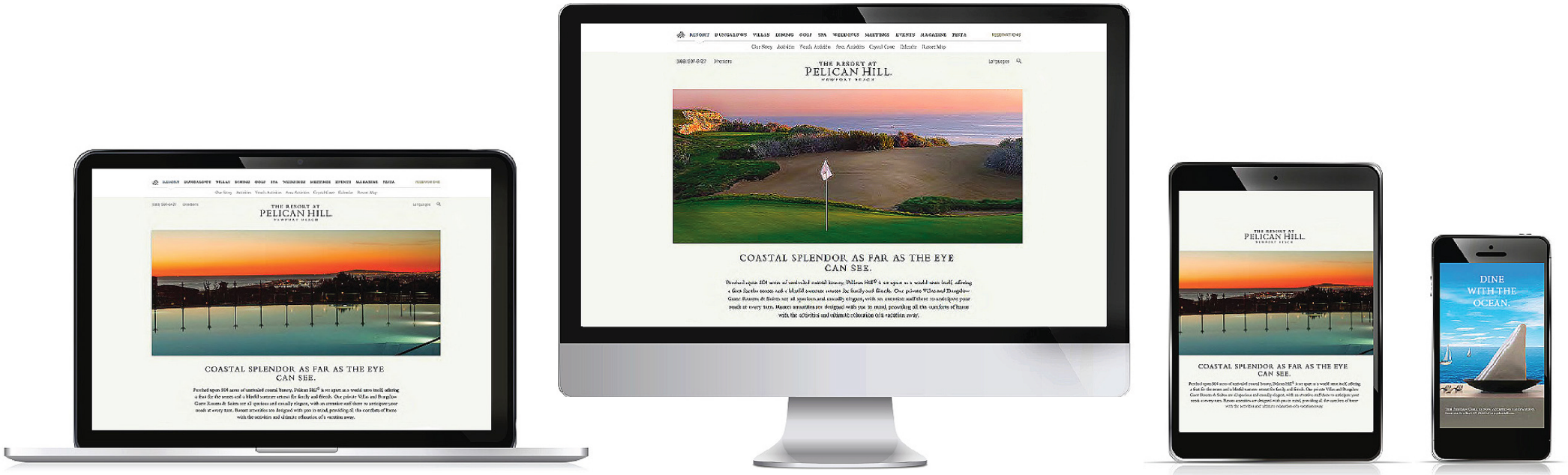
URBN

HOTELS & RESORTS



With hospitality projects across Asia and the Americas, CHG is focused on sustainable urban design and vibrant social spaces. Communicating this brand to a global market required an exquisite design aesthetic. Photography that goes beyond an image to a curated, emotional experience. Words that go beyond content invoking sensuality and modern sophistication. Not just defining an East/West culture but a Cachet Culture, transporting guests to an experience of cosmopolitan flair.

Results: Established CHG as a leader in luxury hospitality that caters to world travelers that desire a localized experience, increased brand awareness and bookings across the Hotel & Restaurant Divisions.



Luxury hospitality branding is about capturing the guest experience, and this experience is best realized through imagery. Marketing for The Resort at Pelican Hill included web and mobile devices, presenting an elevated brand visual experience. Strategic scouting revealed locations across the property that led to shooting photography from a guests point-of-view. Spectacular images graced the screens of devices, offering a glimpse of "The Possibility of Perfection".

Results: Increased hotel, villa, dining, and golf bookings, improved employee retention, and elevated brand awareness across the global hospitality sector.

THE RESORT AT
PELICAN HILL™
NEWPORT COAST, SOUTHERN CALIFORNIA









Developing a brand for visionary billionaire Donald Bren and The Irvine Company was a multi-year process. Situated on the renowned Newport Beach Coast, the expectations were high – An Italian masterpiece of perfection. Strategy meetings led to mood boards that captured the structural and brand architecture, both intentionally connected to the coastal location. Every detail was scrutinized to ensure brand equity over decades.

Results: The Resort at Pelican Hill launched to industry-wide accolades, prior to final construction, the two golf courses opened, increased brand & project awareness, living up to the distinguished tagline – The Possibility of Perfection.



Prior to the project construction completion, the two Tom Fazio-designed courses opened, exposing guests to The Resort at Pelican Hill. A robust multi-channel campaign delivered packaging, digital, and print materials to the key demographic – High-net worth individuals in the Southern California market. Tom Fazio's inspirational video provided the meticulous effort that went into the North & South course design. A leather case complete with course specifications, stunning imagery, an introduction from the Head of Golf Operations, and score cards were personally addressed and hand-delivered to the select audience.

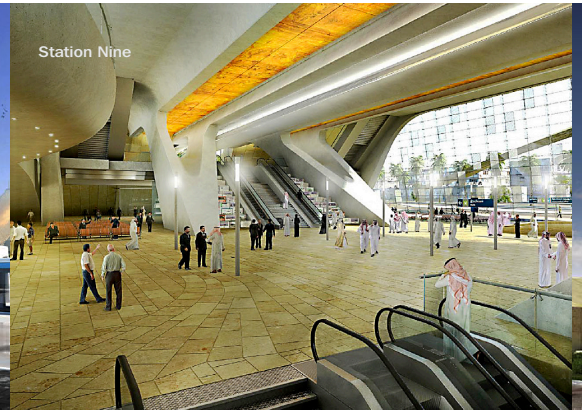
Results: The campaign reponse rate of 97% was so effective that the data was checked numerous times for errors, golf and hospitality publications hailed the course as "Tom Fazio's masterpiece", recognized for design excellence from Print's Regional Design Annual.

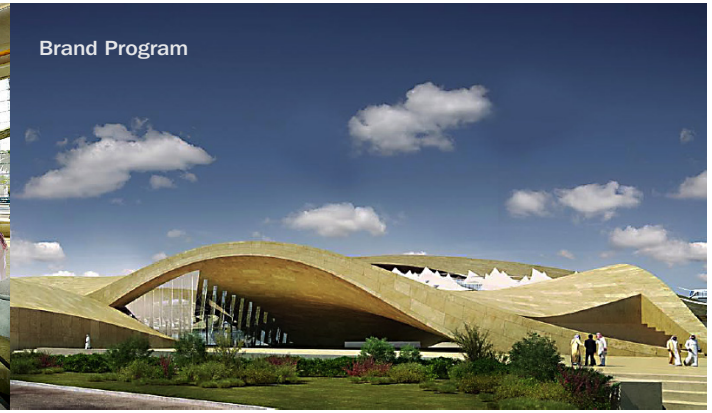


ADA/Metro: Proposal for an Integrated, Citizen-focused, Public Affairs Department









The $1 Billion Riyadh transit project features an architectural masterpiece for every station, linking the metropolitan city with the latest transportation technology. Iconic architects from around the globe contributed to the project vision. The presentation included Saudi/UK management teams, organizational diagrams, project objectives, flow charts, transit technology, geographic & demographic studies, architectural renderings, and brand identity, into a cohesive multi-media presentation.

Results: Produced the proposal for Saudi King Salman in record time (12 days), receiving accolades for an outstanding presentation and highest level of professionalism.

THEBlvd









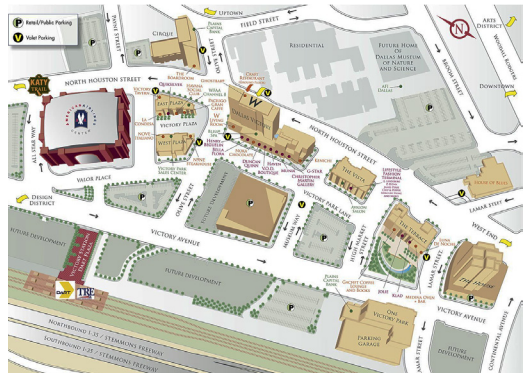


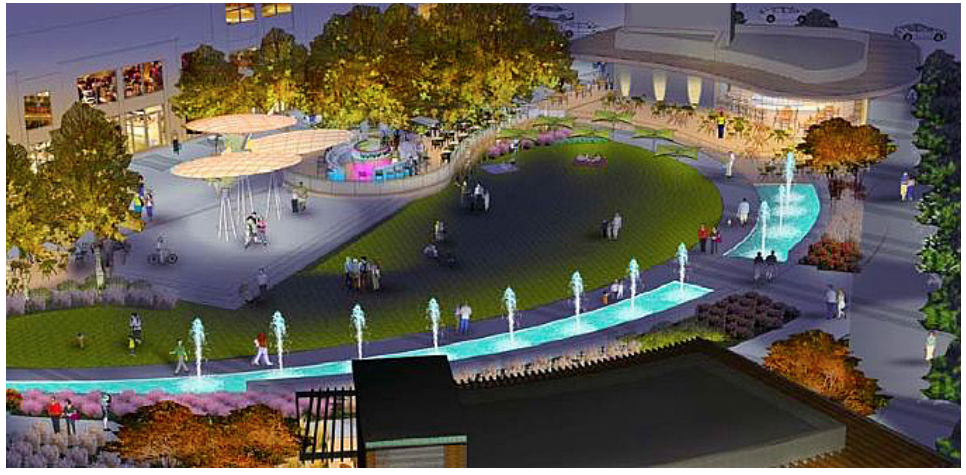
Located in the world-famous Beverly Wilshire Hotel, The Blvd Restauarnt was a complete re-imagination of the previous sedate tea room. Focused on a younger, high-net worth demographic, the new brand was developed to be classical and hip yet with the warmth of the historic location. Partnering with the interior architecture team, the warm color palette spanned the seating fabrics, wood selections, bar area, and flooring. The menus set the tone with luxurious suede's applied in sand, avocado, and pumpkin hues. This bespoke color palette dominated the interior design with warm and cool tones balanced with dark tone wood species. A sophisticated print and digital marketing campaign led to a grand launch that had the restaurant booked for months.

Results: The launch of The Blvd surpassed every goal, receiving rave reviews across every media medium, and maintaining the No. 1 position as "Best restaurant" in Los Angeles for over a year, breaking the previous record.

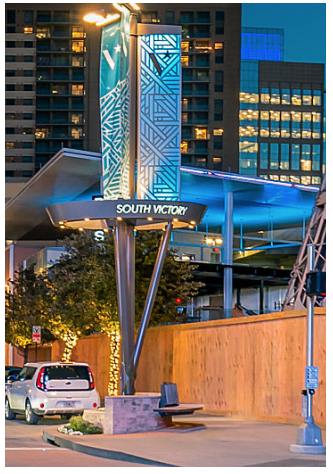
VICTORY
PARK





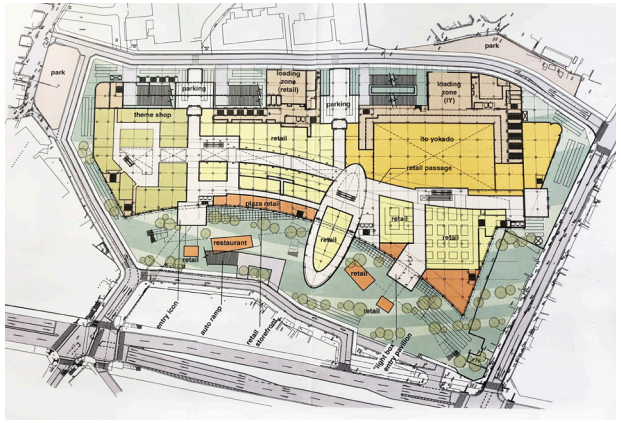




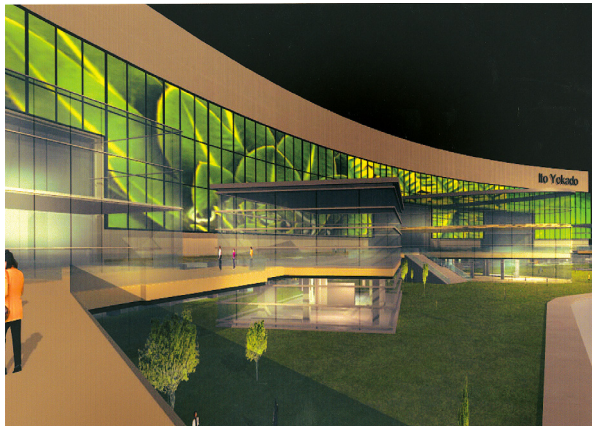


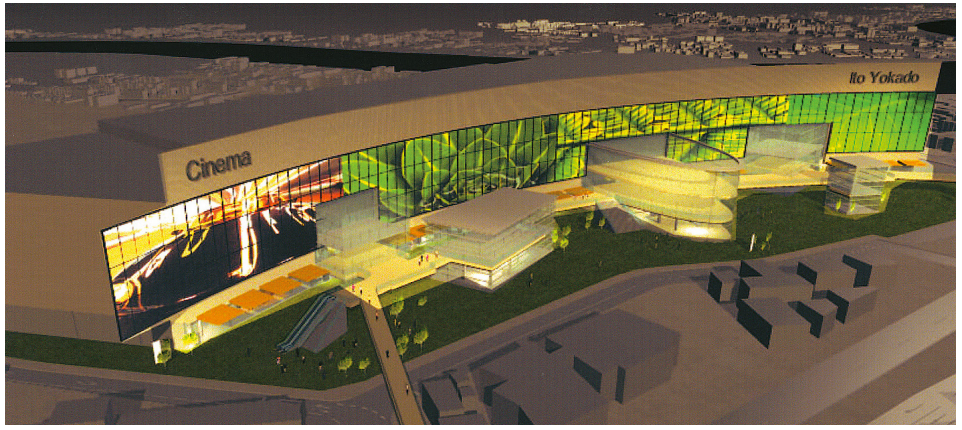
Victory Park is the entertainment epicenter of Dallas, boasting streets lined with restaurants, bars and local shops that surround the American Airlines Center. Conveniently located on the North edge of Downtown Dallas, the project showcased a diverse landscape of food and local culture. The brand identity was vibrant and bold, a reflection of the location of project – Everything is bigger in Texas. The architectural vision included over-sized signage, abundance of video screens, and massive structural proportions. Organic elements complimented the angular presence, offering a contrasting guest experience.

Results: Launched as the premier commercial development in Texas, offering entertainment, retail, and parks, establishing a new benchmark for the scale of a singular, downtown project.











The northeast Tokyo location was next to a major transit hub offering a venue for millions of departing travelers. With this massive daily audience at the projects doorstep, a slight arc was incorporated into the facade, adding a "welcoming" presence. With the facade a clean palette, the architectural solution required both a innovative and captivating design. The sheer density of the location was void of any natural elements. This was the solution – The entire 380 meter-long facade featured back-lit panels with stunning organic imagery applied. Utilizing the same "wrap" technology used for wrapping commuter buses allowed for easy application, cost-effectiveness, and the option to change the entire experience over time with different imagery.

Results: Became both a strategic shopping destination and a place to meet in the park-like setting, attracting major anchor tenants.

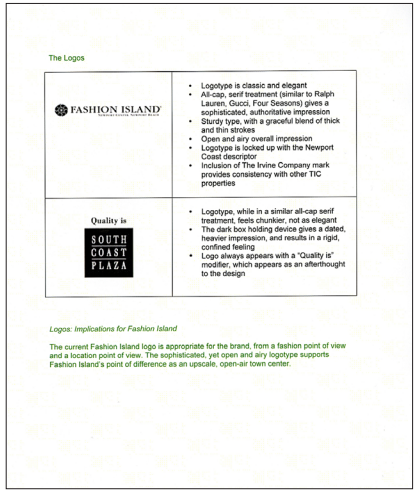
Ito Yokado, Tokyo / Retail Commercial Development Facade



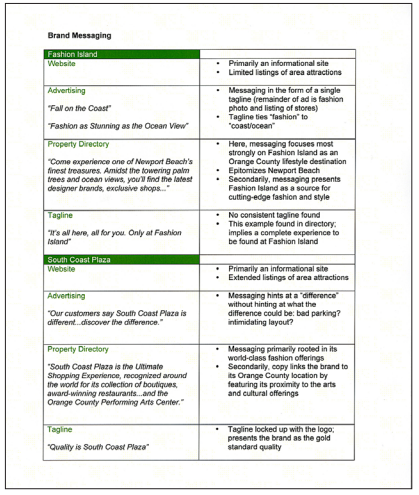








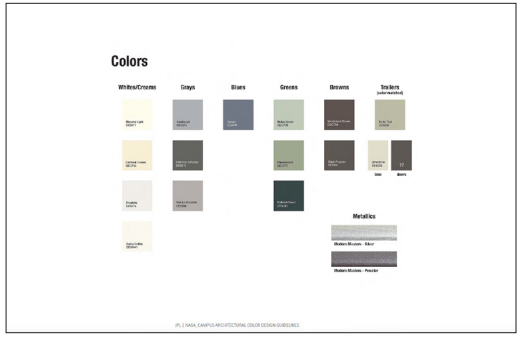




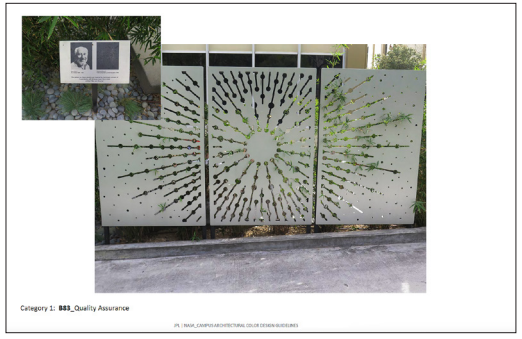
Luxury retail shopping is a highly competitive multi-billion dollar industry with a consumers positive experience coinciding with their purchases. With South Coast Plaza and Fashion Island competing for the same customers, a brand audit and competitive analysis was launched. A detailed comparison of every brand component was conducted from print, web, advertising, and signage. In order to gather "Front line" data, several days of on-site interaction with consumers provided data that would be instrumental in repositioning the Fashion Island Brand.

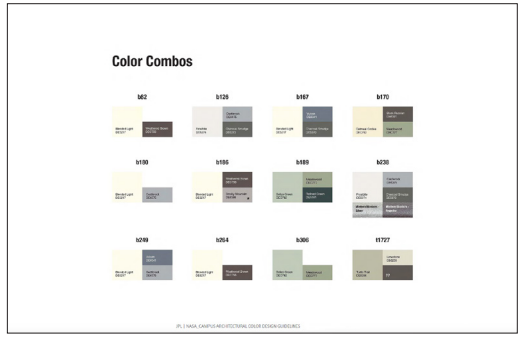
Results: The final research document provided recommendations for marketing strategy, brand messaging, and critical demographic data – All part of a successful differentiation.

JPL | NASA | CAMPUS ARCHITECTURAL COLOR DESIGN GUIDELINES

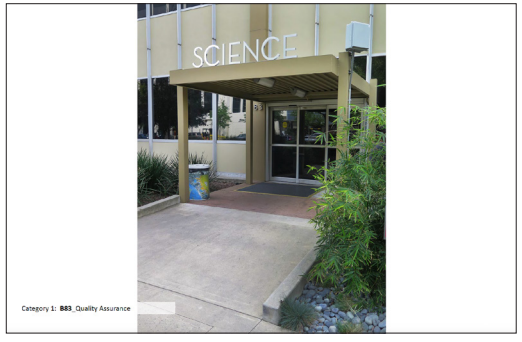












The Pasadena campus encompasses over 150 structures that include diverse architectural styles. A unified, comprehensive campus-wide color scheme, complex building hierarchy color palette, paint schedule, color study, architecture audit & coded reference manual was developed. Additional signage & wayfinding enhanced the navigation of employees and visitors. Set in the hills of Pasadena, the color palette was strategically muted to match the landscape.

Results: The multi-year paint process visually integrated the campus, providing a visual experience that matched the ground-breaking work performed at JPL.

Brand Lifestyle Storytelling

PORSCHE





The Porsche brand is one of the most highly-respected in the world. When a new model launches, the stakes are high. Very high. With demographic research showing the customer base is focused on mechanical improvements, an interactive, sensory campaign was created. Appearing in every automotive industry publication, the audience could hear and see the latest model innovations simply by pressing "Play" buttons which activated a sound chip and LED lights.

Results: The New 911 set sales records with customers typically on waiting lists, increased brand & product loyalty, and recognized globally for design excellence from NY ADC, Print, and HOW Magazine.



The closest thing to a dream project – Combining the biggest entertainment star in the universe, the top hair & make up stylist, a fashion photographer legend, and a client that demanded excellence. Promoting Beyoncé and stylist Francesca Tolot demanded a innovative yet simple concept, allowing the talent to remain the focus. The audience was relatively small, about 800 agents, so a print and digital campaign was created. The split image of Beyoncé contrasted a B&W image with a luscious color portrait. This image illusion was utilized for the print version, accordion folded, and delivered in a bright orange custom envelope. The digital version consisted of a 15 second video with music clip.

Results: Led to an 18% increase in bookings, built brand loyalty, and recognized for design excellence from Creativity, LA ADC, Print Regional Design Annual, and HOW Magazine.



Telling a brand story about the process of "creating" required detailed interviews, keen observation, and asking a lot of questions. During an interview with Director, Kyle Cooper, his description about the intense passion required to create, led to the cover image. Two cut-paper tears with an I & F represented the passion & emotion that drives the work of Imaginary Forces. Additional portraits focused on the heads of the subjects, reinforcing the cerebral nature of producing the very best in the film title industry.

Results: Increased brand awareness across earned media and PR, and recognized globally for design excellence from Applied Arts, Communication Arts, Print, HOW Magazine, and AIGA (American Institute of Graphic Arts).















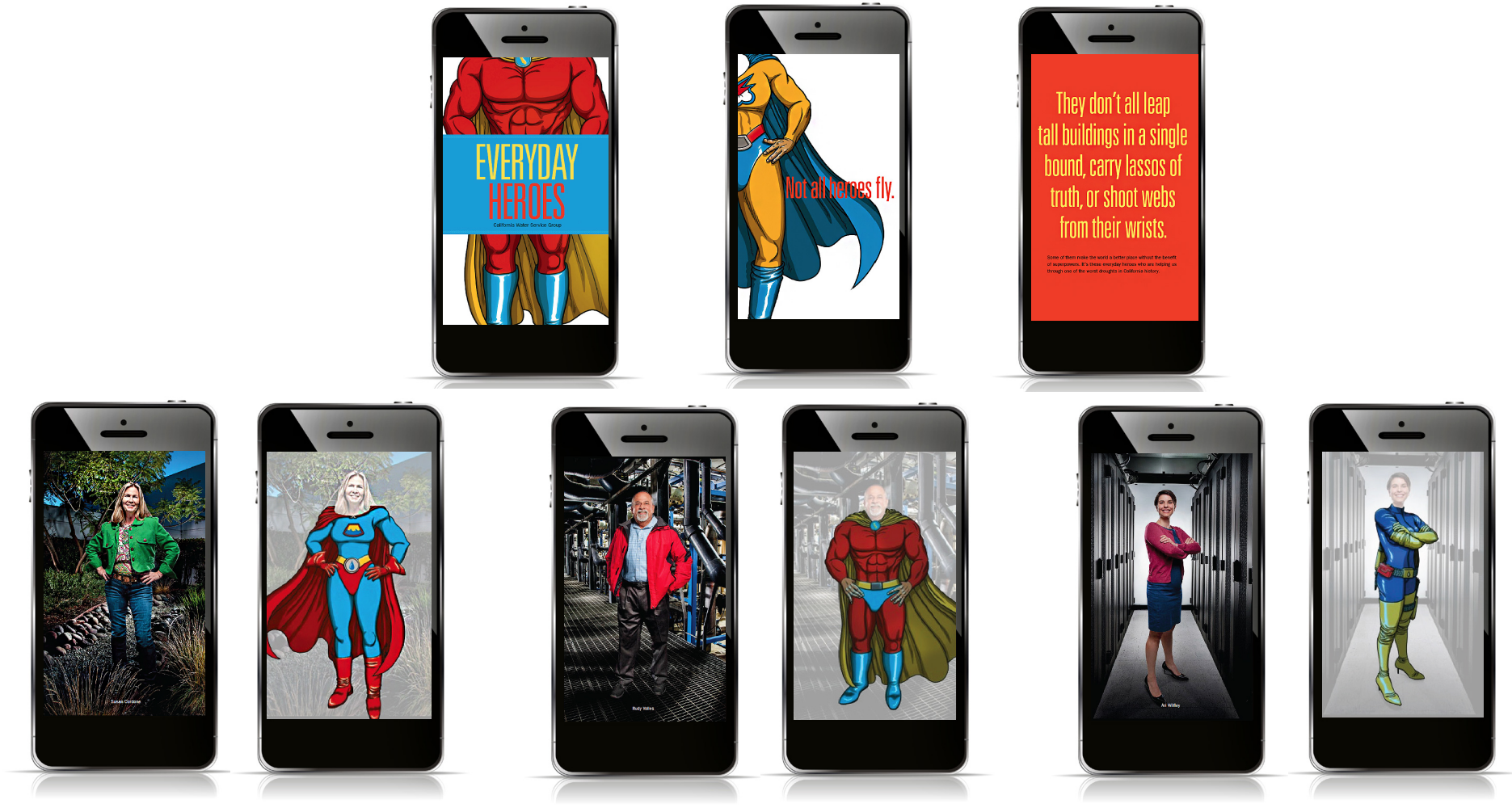
The multi-billion dollar sneaker market is highly-competitive and brand loyal. The DTC launch of the Cloud 9 shoe required innovative packaging, a social strategy, and influencer's. Intensive focus groups provided key insights into brand differentiation, and interestingly the baby-blue trending color. Social media data was collected using advanced AI data crawlers to provide real-time sneaker and athlete trending posts. The multi-channel product-led campaign also featured a custom package with high-energy video of star athletes introducing the new shoe. The shoes were deliberately placed under swag, adding to the anticipation of getting to the product.

Results: The new product line provided an elevated sensory experience that surpassed projected sales goals, selling out of inventory requiring a reissue that increased demand – A positive ROI – while pushing the boundaries of packaging and product launches.



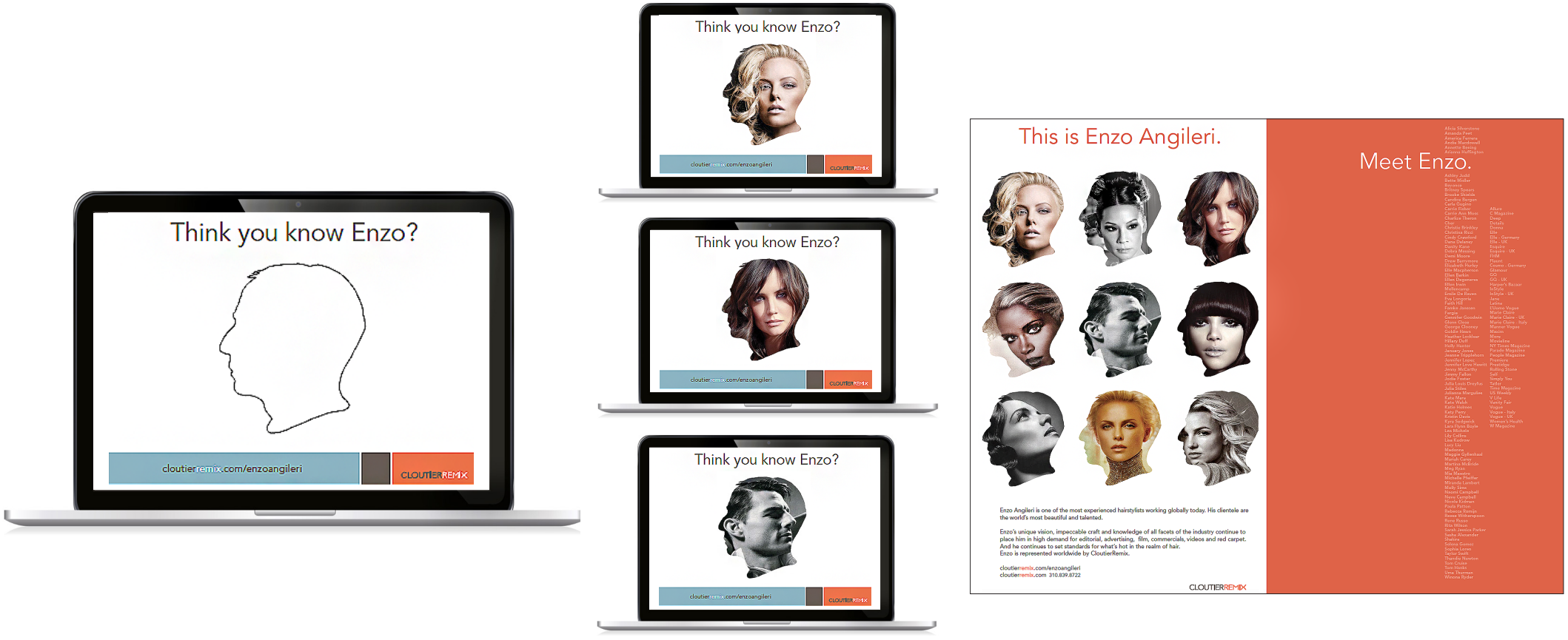
Significant amounts of time and investment are involved with the development of a brand. Providing the proper usage for internal and external marketing departments and vendors is crucial for extending a brand's effectiveness. Color accuracy, logo scaling, reproduction information, and phraseology are only a few of the topics presented in the 40-page document. Logo variations and color palette examples serve as a reference tool. The level of detail included key words to use in copy along with the preferred writing style. The Resort at Pelican Hill identity has remained consistent year-to-year adding value to the brand equity.

Results: Increased brand clarity and messaging, industry-leading marketing materials, and consistency across the entire resort.



The third-largest water utility in the U.S. needed to engage their 2+ million customers with a new messaging campaign. Presenting key employee's as the heroes behind the scenes led to colorful & bold comic-book illustrations. A cross-section of different employees were photographed on location in their work environment. The digital campaign let the audience scroll and watch as each portrait transitioned into a "Hero" image.

Results: Increased brand clarity, receiving a significant increase in web traffic to view the campaign, and recognized for design excellence from Creativity, MERCOM, Print Regional Design Annual, and Applied Arts.



Cloutier Remix is a hair & make up leader, representing elite stylists. Enzo Angileri is an icon in this industry with a list of clients that includes every major entertainment and A-list celebrity. Despite this notoriety, Enzo is far from a public figure and this was the foundation for the marketing campaign. A simple, head profile line drawing provided a striking visual with famous clients appearing in the outline. The campaign was launched in both print and digital formats.

Results: New client bookings for Enzo increased 27%, increased CR brand awareness, and recognized globally for design excellence from Applied Arts, Print Regional Design Annual, and Creativity Magazine.

Storytelling is the most powerful way to put ideas into the world. ~ Robert McKee

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