

LIFESTYLE

SIGNAGE

CREATIVE

STRATEGY

BRANDING

MARKETING

POSITIONING

WEBSITES

VIDEOGRAPHY

COLLATERAL

THANK YOU

FRED



THANK YOU FOR CONSIDERING US!

At **Fred**, we don't just market, we create **iconic, aspirational brands** that captivate and inspire.

Our journey began in Miami, where we redefined **high-end real estate, luxury resorts, and fashion marketing**, pioneering the **lifestyle marketing movement** by infusing every project with energy, personality, and purpose. Today, from our headquarters in **Atlanta**, we partner with visionary brands across the country, **disrupting the ordinary and crafting unforgettable brand experiences.**

"We ignite desire. Our work doesn't just get noticed, it makes people want to be there, to be part of something truly extraordinary."

Freddy Adkins

Founder - Chief Creative Officer

A romantic scene at night in a large, ornate pool. A man in a tuxedo and a woman in a formal dress are in the water, looking at each other. In the background, a waiter in a tuxedo stands holding a tray with champagne. The pool is surrounded by a building with many arched windows and columns, all illuminated from within. The water is blue and reflects the lights.

WE BUILD
EXPERIENCES

FRED

A Nationally Acclaimed Independent Lifestyle Marketing Firm

INNOVATIVE. STRATEGIC. UNMATCHED.

At Fred, we don't just market brands, **we build powerful, lasting lifestyle experiences** that drive engagement, boost sales, and increase market share. As a **nationally recognized leader** in real estate and hospitality marketing, we craft **bold, high-impact campaigns** that set new industry benchmarks.

BRAND STRATEGY & DEVELOPMENT – Corporate Identity, Brand Building, and Product Launches

CREATIVE & CONCEPT EXECUTION – Advertising, Campaign Development, and Multi-Channel Marketing

DESIGN CONSULTING – Amenity Spaces & Models for Hospitality, Multifamily & Condominiums

MEDIA PLANNING & BUYING – Maximizing Impact Across Digital, Print, TV, Streaming & Radio

CUTTING-EDGE DIGITAL SOLUTIONS – Custom Web Experiences, Mobile Strategy & Execution

SOCIAL & VIRAL MARKETING – Engaging, Shareable Content for Maximum Reach

HIGH-END VIDEOGRAPHY & PRODUCTION – Storytelling that Captivates & Converts

At Fred, we believe our clients deserve better. **Better Ideas. Better Strategy. Better Planning. Better Results.**

Our relentless drive for excellence fuels **highly successful, enduring lifestyle campaigns** built on deep consumer insights and transformative creative solutions. We are more than a marketing agency, we are a **world-class collective of the industry's brightest minds**, dedicated to shaping the future of lifestyle marketing. We're **flexible, responsive, and committed to exceeding expectations**. While we've won **hundreds of awards** for our groundbreaking creative work and earned a spot in **Entrepreneur Magazine's "Hot 500 Fastest-Growing Businesses in America,"** our true measure of success is our **clients' achievements**. Because at the end of the day, your success is our greatest reward.

Let's create something extraordinary.





FREDDY ADKINS

Chief Creative Officer

**VISIONARY CREATIVE LEADER | AWARD-WINNING DESIGNER | PHOTOGRAPHER &
FINE ARTIST | TECHNOLOGY INNOVATOR | STRATEGIC MARKETING AUTHORITY**

Freddy Adkins stands as one of the most influential creative forces in the real estate and hospitality industries. A master of design, photography, and lifestyle marketing, his visionary campaigns have been the driving force behind **over \$5 billion in real estate sales and leasing**, setting new benchmarks in branding and engagement.

With an unparalleled ability to blend artistry with strategy, Freddy has shaped the success of global powerhouses such as **Kolter, Wood Partners, LMC, Related Group, The Rockefeller Group, Marriott Resorts, Ritz-Carlton, Starwood, Royal Caribbean, McDonald's, Heineken, Canon, Motorola, AutoNation, and many more**. His work has redefined industry standards, earning him **multiple Addy and Charlie Awards**, as well as two prestigious **"Artist of the Year"** titles.

As the **Founder and Chief Creative Officer of Fred Advertising**, an Atlanta-based lifestyle marketing agency, Freddy leads groundbreaking campaigns for elite real estate and hospitality brands across the U.S. and the Caribbean. With a career spanning every facet of advertising, hospitality, and luxury branding, his expertise continues to shape the future of high-impact marketing.

01 AUDIT

We get together to discuss your needs and a course of action.

02 RESEARCH

We research the landscape and see what paths others are taking.

03 BRAINSTORM

Our team collaborates and brainstorms ideas.

04 STRATEGY

Our team will propose a unique strategy to implement.

05 APPROVAL

We get the thumbs up to move forward.

06 IMPLEMENTATION

We put the ideas to work.

Several elements will overlap on the timeline. Schedule is created by working backwards from a desired final launch date to ensure all items are produced and delivered well ahead of time.

BRANDING/LOGO

3D RENDERINGS & VIDEO

INTERACTIVE STRATEGY / WIREFRAME

AD CONCEPT/DESIGN

PHOTOGRAPHY / VIDEO SHOOT

INTERACTIVE DESIGN

EXPERIENCE CENTER DESIGN

COLLATERAL & SIGNAGE DESIGN

INTERACTIVE DEVELOPMENT

PRINTING/PRODUCTION OF COLLATERAL & SIGNAGE

ONGOING:

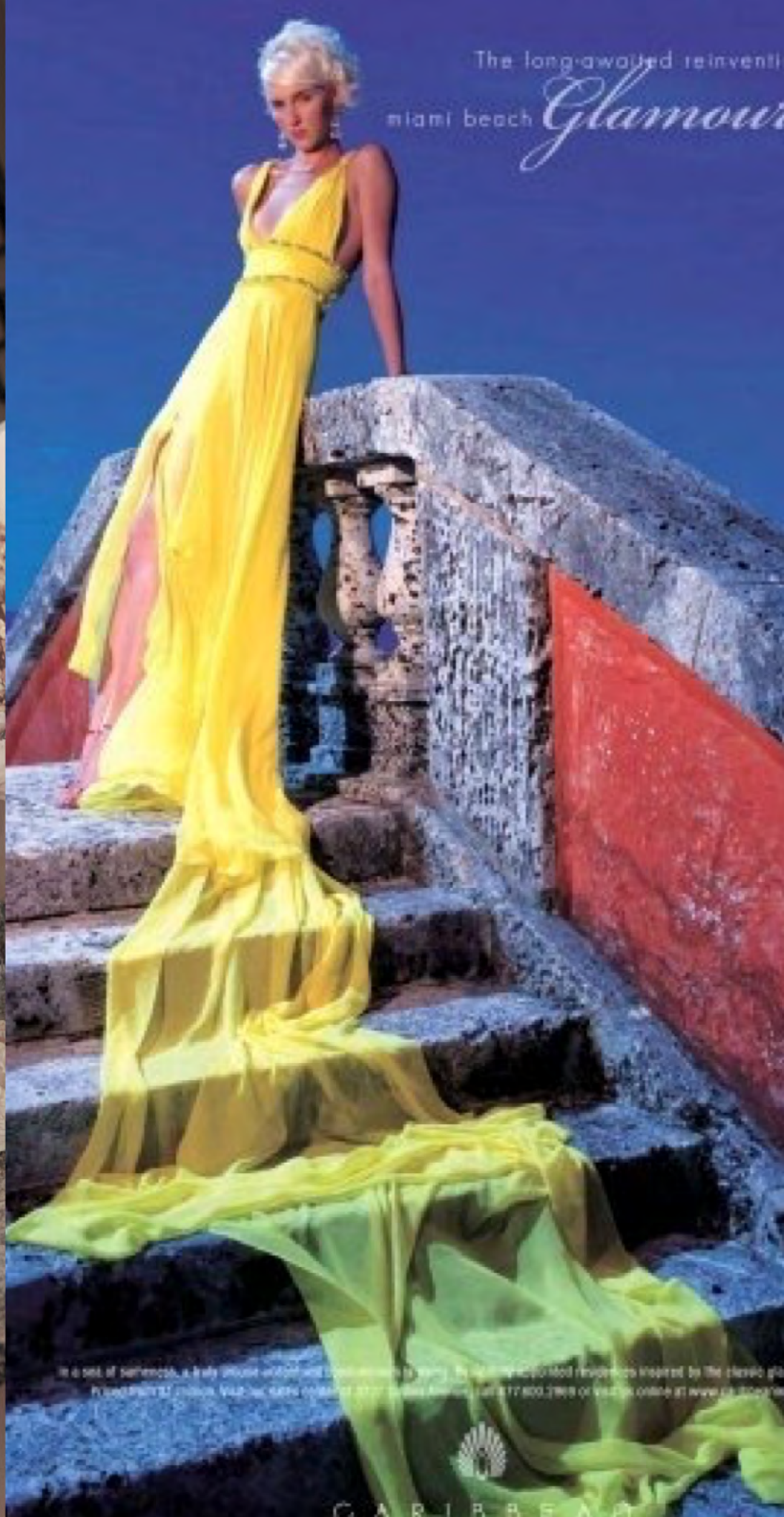
EMAIL BLAST CREATION & DELIVERY

SEO

MEDIA (DIGITAL & TRADITIONAL)

LIFESTYLE MARKETING









SEVENTH

MIDTOWN



Now, only a select
few will own Midtown.

We are pleased to announce
21 spectacular luxury residences
and penthouses being offered in the
epicenter of Midtown South.







midtownmiami

my neighborhood. my workspace. my home.





M I D T O W N G R O U P



midtownmiami
my neighborhood. my workspace. my home.



A Cayre/Samuel Venture



STATION36N



midtown stage

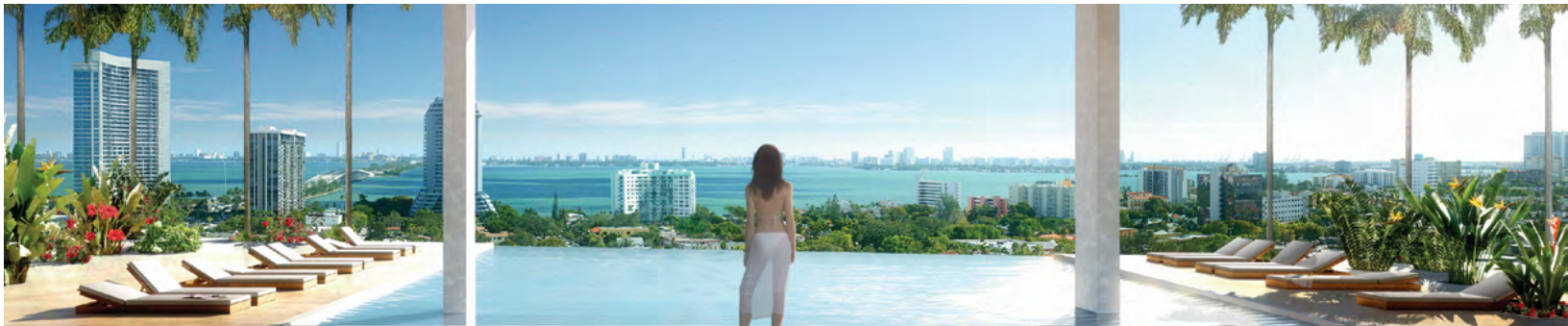


midtown VOICES

ISSUE NO. 1 SPRING-SUMMER 2004



midtown
at midtownstateofny.org



LOFTS | STUDIOS | RETAIL SPACE | ONE BEDROOM | TWO BEDROOM | THREE BEDROOM | PENTHOUSES

This is Midtown

*Midtown's newest addition.
Urban. Cool. Sophisticated.
Chad Rocks!*

*2 is sold out.
4 is sold out.
3 is here.*

*Visit our Sales Center at:
3110 NE 2nd Ave, Miami.*

305.757.0001
midtownmiami.com

3



MIDTOWN GROUP

Chad Oppenheim, Architect



M I D T O W N M I A M I



A Cayre/Samuel Venture



Oral representations cannot be relied upon as correctly stating representations of the developer. For correct representations, make reference to the documents required by Section 718.503, Florida Statutes, to be furnished by developer to a buyer or lessee.

URBAN. FRESH. REAL.



A FUSION OF ELEMENTS

Steel. Brick. Glass. Midtown 6 has refined and transplanted these familiar elements, introducing something quite surprising to a skyline that calls for an infusion of fresh and new. It's a modern interpretation of a New York loft-style building, with neighborhood scale and generous space. Configured as two intersecting L-shaped forms, the building is organized as an overlap between urban style and skyscraper living. Solid architectural brick planes intersect with glass volumes, creating visual movement up and down the building.

➤ Midtown 6 introduces 398 units rolled out in 36 creative unit types: **Mews, Midrise, Tower & Penthouse** starting at the \$300s

SALES CENTER LOCATED AT 3110 NE 2ND AVENUE | MIAMI, FLORIDA
P 305.757.0001 F 305.573.1875



NORTH OF THE PERFORMING ARTS DISTRICT | SOUTH OF THE DESIGN DISTRICT | EAST OF THE WYNWOOD ARTS DISTRICT | WEST OF BISCAYNE BAY

M I D T O W N M I A M I

MIDTOWNMIAMI.COM



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IN THE HEART OF MIDTOWN



M I D T O W N M I A M I



Townhomes, Lofts and Midrise units starting in the mid \$300s.
True urban mixed use: Retail • Office-Condo • Residential

3110 NE 2nd Avenue, Miami, Florida
305.757.0001 | midtownmiami.com
Occupancy 2006



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SOME PEOPLE WOULD BE SATISFIED
WITH CHANGING THE SKYLINE OF A CITY.
WE SET OUT TO CHANGE THE CULTURE.



Learn about your
neighbors,

305.757.0001
midtownmiami.com

Discover city life the way it was meant to be lived.
Right in the center of it all.

While most neighborhoods are defined by their buildings, Midtown Miami defines
itself by its neighbors, offering the first true expression of real city living.

M I D T O W N M I A M I

STATION 36

2,3,4 Sold out.

Work, play, dine or travel downtown; all through a trolley system connecting you to it all.

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SOME NEIGHBORHOODS ARE DEVELOPED.
ON OCCASION ONE IS BORN.

introducing
STATION 36N

Discover city life the way it was meant to be lived. Right in the center of it all.



M I D T O W N M I A M I

Most neighborhoods are defined by their buildings. Midtown Miami defines itself by
its neighbors, offering Miami's first true expression of real city living.

305.757.0001 | midtownmiami.com

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2,3,4 SOLD OUT.



REPRESENTATIVE OF A
DIVERSITY OF CULTURES
AND IDEAS

WALK-OUT GARAGE | RETAIL SPACE | ONE BEDROOM

M sales center is located at
3110 NE 2nd Avenue

THE BELLUM FIVE BEDROOM | PENTHOUSES

FOUR MIDTOWN



ART, MUSIC, DANCE - IT'S THE VIBE
OF THE STREETS THAT MAKES YOU FEEL ALIVE! I LIKE A
LIFE THAT'S ALL ABOUT PASSION. MY PASSION.



LIVE CREATIVELY!



own



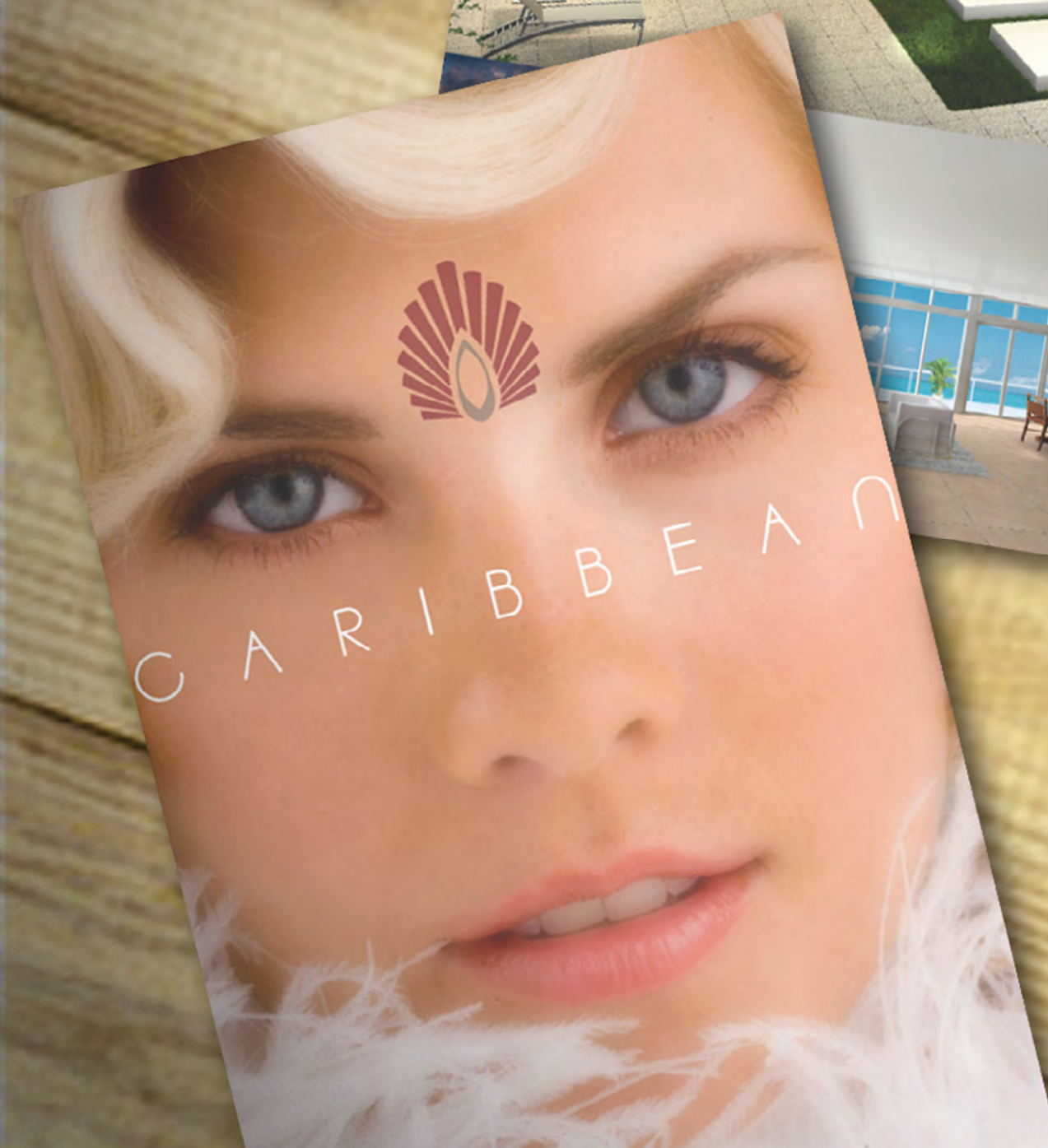
3

A Cayre/Samuel Venture





C A R I B B E A N



INTERIORS

- Reinforced concrete floors, decorator ready
- 9'+ ceilings
- Floor-to-ceiling impact glass windows
- Wireless touchpad panels
- Pre-wired for cable and high-speed internet
- Individual high-efficiency water heaters and A/C system
- Generous walk-in closets
- Fire protection sprinkler system throughout

KITCHEN

- Designer Italian kitchens
- Sub-Zero® refrigerators/freezers
- Miele® stainless steel appliances
- Bosch® washer & dryer
- Stone countertops
- Gas ranges

RESIDENCES

BATHROOM

- Luxuriously appointed stone baths
- Stone countertops
- Whirlpool® baths
- Walk-in showers with KWC® body jets and no
- Duravit® toilets and bidets
- 3/8" seamless glass tub and shower enclosure

Penthouses featuring private rooftop terrace and swimming pools

BUILDING

Designed by acclaimed Miami architect Kobi Karp. Interiors by world-renowned designer Christopher Ciccone.

- Multi-level landscaping with prominent water features and ample green areas
- Beautiful landscaped courtyard
- Fire pit for social gatherings
- Direct ocean access
- Oceanfront heated infinity-edge swimming pool and oversized spa
- Sun deck with chaise lounges and shaded relaxation areas
- Billiard Lounge
- New-age fitness center with state-of-the-art exercise equipment

- Two business centers
- Wine vault with dedicated storage for each residence
- Cigar humidor
- High-speed elevators
- Covered parking
- 24-hour valet
- 24-hour concierge
- 24-hour security
- Pet-friendly
- Bicycle storage
- Owners storage
- Beach and pool towel service
- Four private cabanas available for sale

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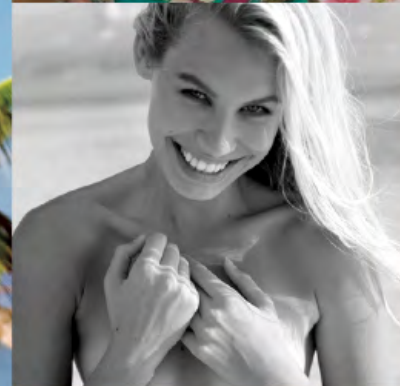
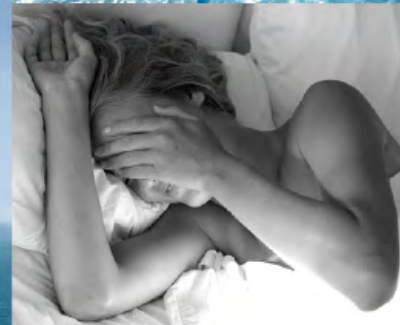


There was a time when the name *Miami Beach* was synonymous with elegance and glamour. When life moved at a different pace. When true luxury was defined by an attention to detail and a sense of refinement that has long since been forgotten. Today that time returns in a place called *Caribbean*. Here, true *Miami Beach* style can be more than just a dream.

It can be the

lifestyle

you've always dreamed of.





THE MAGIC OF MIAMI BEACH

Miami Beach is as *legendary* as it is romantic. Day-to-day life is an extraordinary mix of cultures, influences, inspirations, sights, smells and sounds. This is the hottest city in the world, where everything is a true original. Where the sun shines on rainy days. Where conversations are peppered with many languages. It's special. Living here is shopping, dining, relaxing and people watching par excellence.



THE MAGIC OF MIAMI BEACH

GOLF

- 1 Bayshore Country Club
- 2 Bayshore Par 3 Golf Course
- 3 Miami Shores Golf & Country Club
- 4 La Gorce Golf Course
- 5 Indian Creek Country Club

MUSEUM

- 6 Miami Museum of Science
- 7 Vizcaya Museum of Gardens
- 8 Dade County Museum
- 9 Historical Museum Southern Florida
- 10 Miami Art Museum
- 11 Sanford L. Ziff Jewish Museum
- 12 Tom Seghi Fine Arts
- 13 Hollimer Signature Gallery
- 14 Holocaust Memorial Museum

THEATER

- 16 Jackie Gleason Theater
- 17 New World Symphony
- 18 Gold Coast Theater Company
- 19 Shores Performing Arts Theatre
- 20 Lyric Theatre
- 21 Bayfront Park Amphitheater

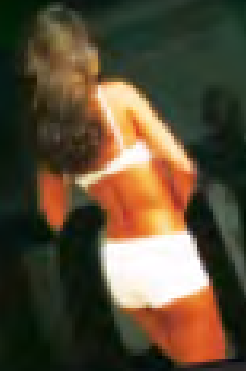
metropolitan



met 100%



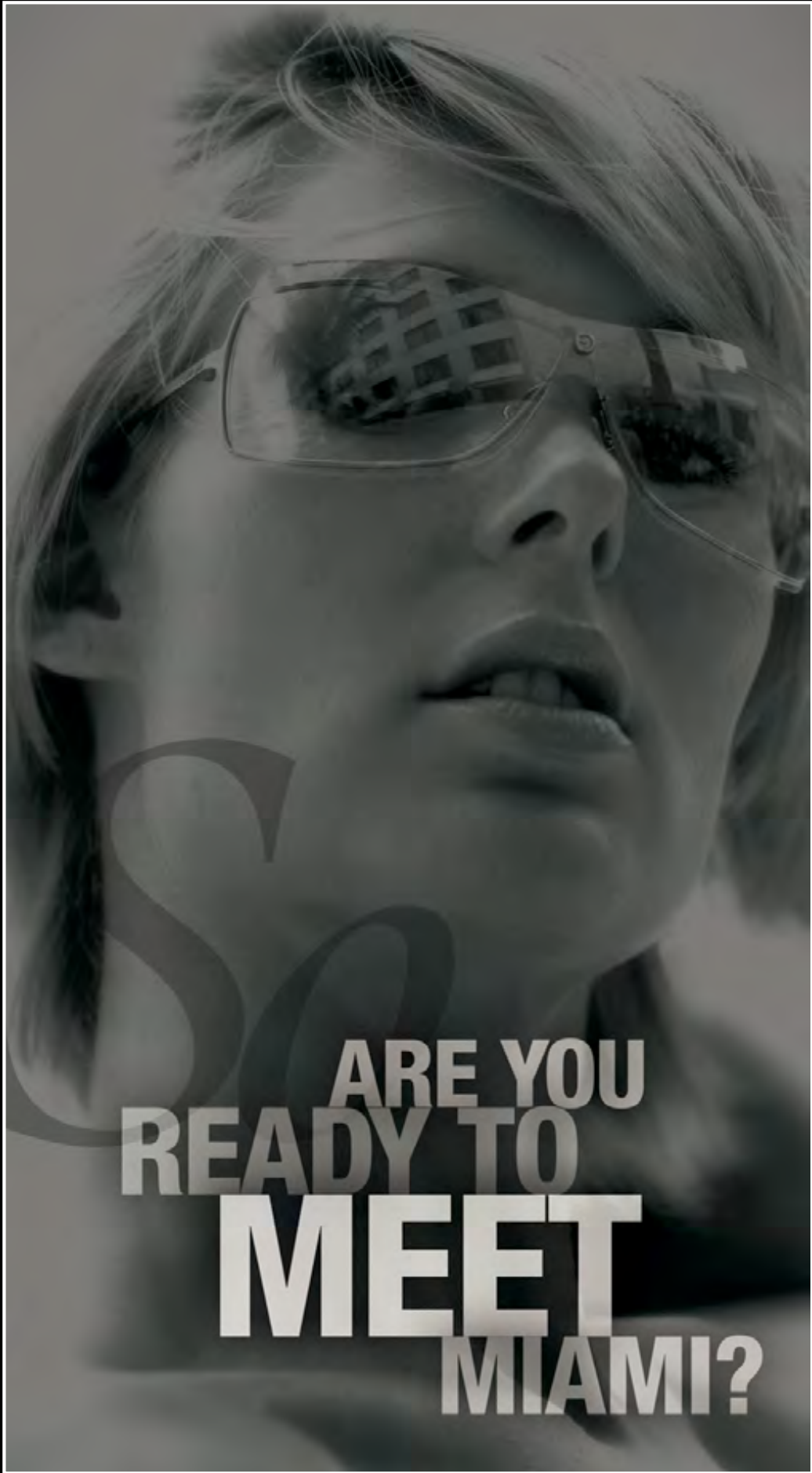
If you live in the Metropolitan Island neighborhood, Met Square might just end your love affair with the car. It's the closest thing to your primary mode of transportation. With shops, services and all located in Met Square, we estimate walking to the nearest urban spot, for those who live in Met Square is a destination like all the other great South Florida destinations. So when your friends ask you to go, tell them you want something new, fresh and fun. Tell them "Met Square." (Just by the way, there's no need to go.)



time
you
met
metropolitan

1

FOR DRINK



ARE YOU
READY TO
MEET
MIAMI?

INTRODUCING METROPOLITAN MIAMI

The biggest thing to happen to Miami since, well, since Miami.

met 1 heads up downtown! we're transforming you into a vibrant, diverse community of residential, retail, cultural and commercial activity unlike anything this city has ever known. nowhere else will you find an opportunity to live a round-the-clock city lifestyle in such fantastic surroundings. it all starts now!

met 2 be on the lookout for met 2, another luxurious residential tower with exciting retail venues and a host of amenities. coming soon.

met 3 just when you thought it was all too good to be true, it gets better. met 3's luxury residences, retail and amenities will be here before you know it. coming soon.

met square introducing your metropolitan miami neighborhood center, with exciting stores, restaurants and entertainment venues. met square's vibe will bring to mind the culture and energy of new york's times square district and will provide downtown miami with a long-awaited and much desired social and lifestyle destination.





ALTON

LAKEHOUSE



ALTON

LAKEHOUSE



ALTON

LAKEHOUSE



ALTON

LAKEHOUSE

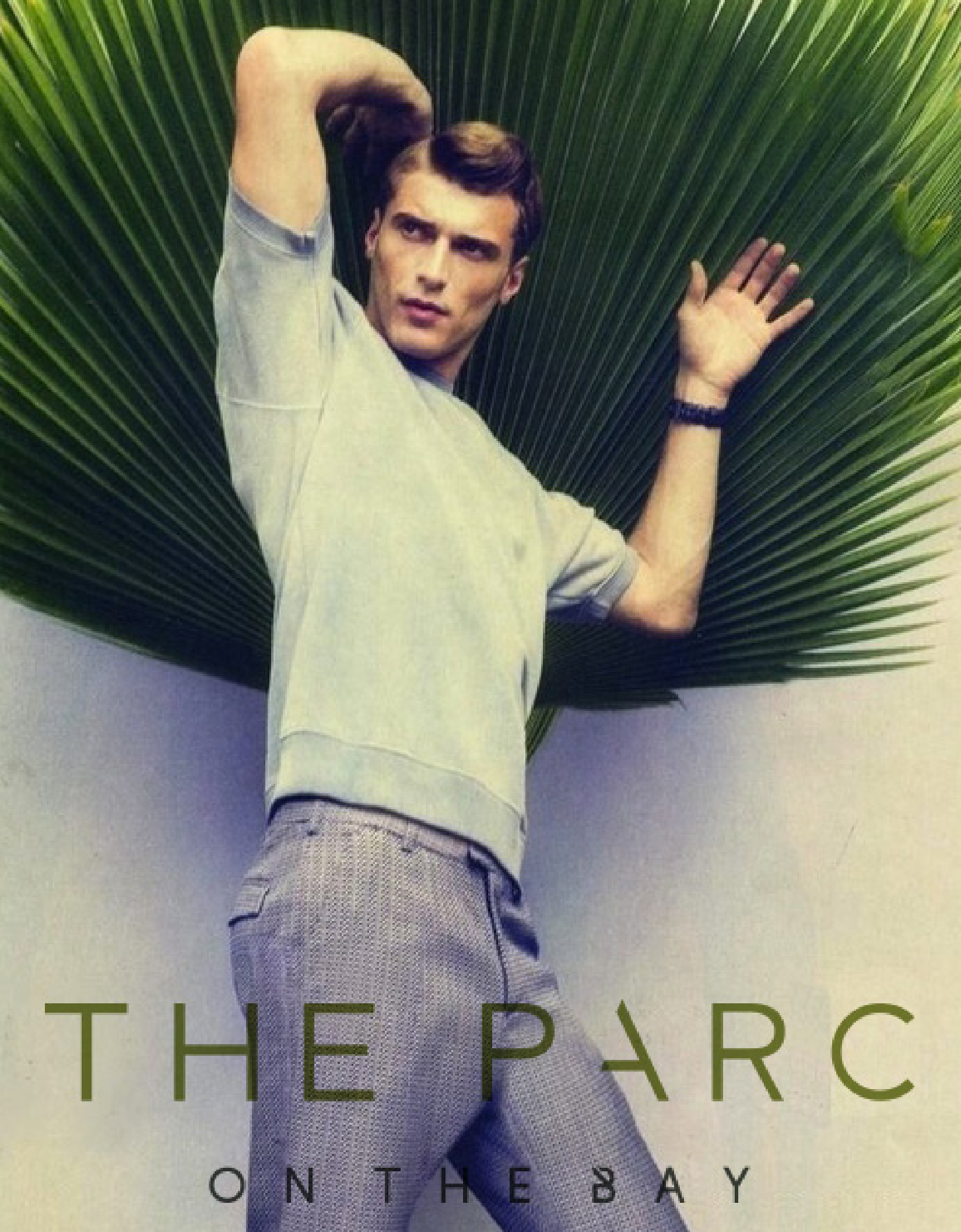





ALTON
LAKEHOUSE



THE PARC
ON THE BAY



THE PARC

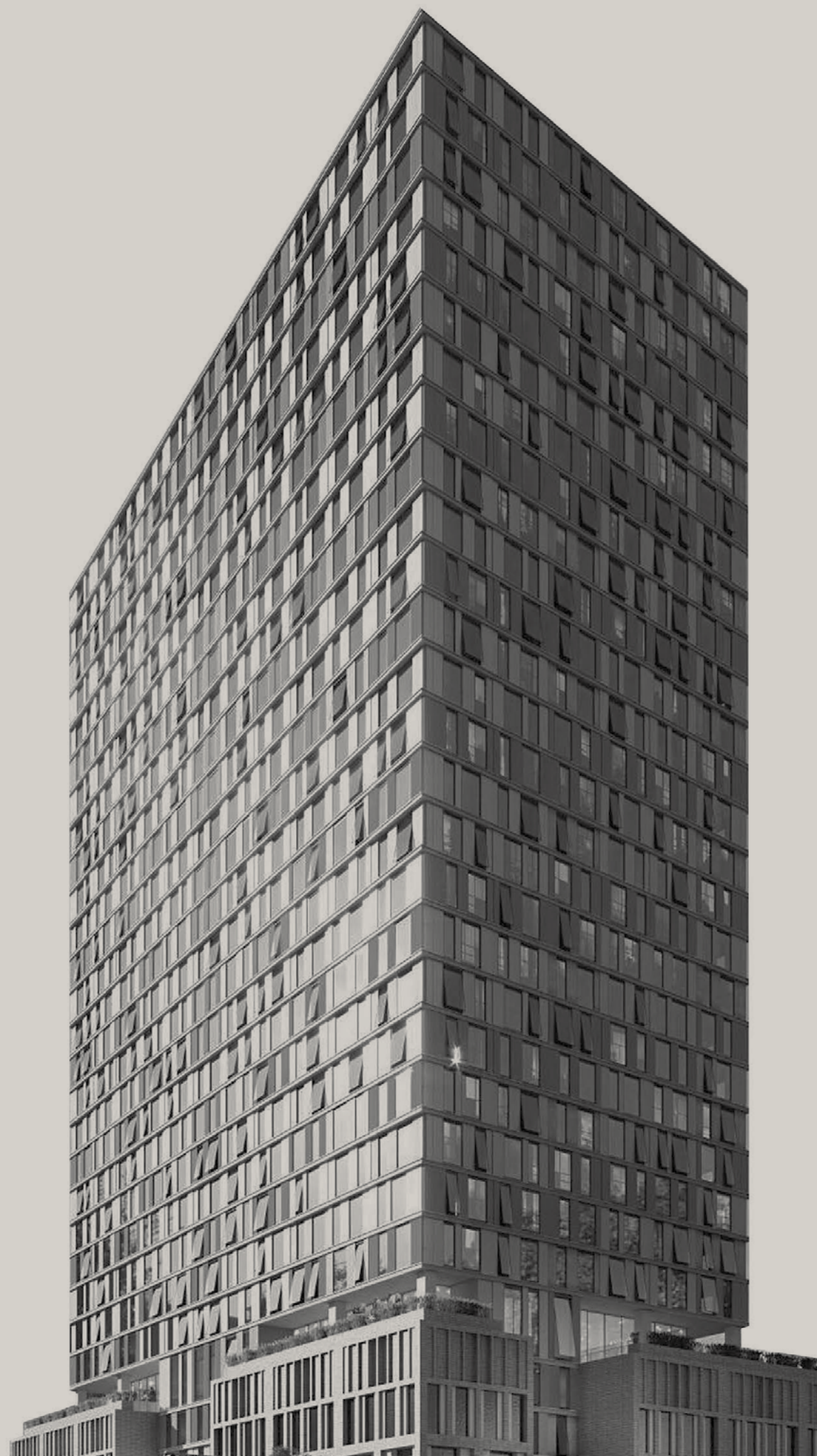
ON THE BAY



THE PARC
ON BAY



THE *James*



higher living





THE *James*



higher living



THE

James

TheJamesDurham.com

higher living



THE *James*





PASEO

W I L M I N G T O N





PASEO



- YOUR BEST LIFE.



REBEL

BOAT WORKS





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OWN THE WATER



MADE TOUGH X PERFECTED AT SEA

REBEL



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OWN THE WATER



MADE TOUGH X PERFECTED AT SEA

REBEL



PALMERA

apartment homes





THE
WHITNEY



THE
W H I T N E Y

| FORT LAUDERDALE |



THE
W H I T N E Y
| FORT LAUDERDALE |



A NEW
PERSPECTIVE
— ON —
DOWNTOWN
LIVING



THE
W H I T N E Y

| FORT LAUDERDALE |











AYLA

ON KROG

ATLANTA



AYLA

ON KROG

DESTINATION APARTMENT HOMES



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44 KROG STREET
ATLANTA, GA 30307





MAVERICK
SOUTHSIDE · ATLANTA





HAVANA



LETS CREATE SOMETHING EXTRAORDINARY.

Freddy@FredAdvertising.com