

Noel Flores brand development

Current brand landscape & conceptual directions





Who is Noel Flores

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Noel Flores brand personailty & positioning

Creative concepts & usage



Who is Noel Flores

Noel Flores is a realtor who services high net worth buyers and sellers of real estate in Northern California.

Quotes from Noel Flores:

"I am a lifestyle purveyor and practitioner."

"I want viewers to feel as though they have been invited to my special club. By invitation if you will: conjures "I want to be included".

"I'm going to get 5 Star service from this guy". "That's Royal Treatment"

"I want viewers to feel that this is exclusive yet approachable."

On working with clients: "We have a good time in the process but it's work".

"I don't take my self too seriously but I take my work very seriously".

Who is the Noel Flores target audience

Noel's clients are well traveled, sophisticated, simple, not ostentatious and well educated. They enjoy the luxury lifestyle and are accustomed to a high level of customer service and personal attention.

Their time is highly valuable and limited hence their need for direct and concise communication. They tend to value and follow trusted peer referrals more so than other demographics.

Noel Flores target audience brand sphere



THE RALEIGH
MIAMI BEACH

TIFFANY & CO.



Mercedes-Benz



THE RITZ-CARLTON®



THE WALL STREET JOURNAL.



EQUATOR
COFFEES & TEAS™



Hotels and Resorts



Who is in the Noel Flores market sector

OLIVER


LUXURY REAL ESTATE

PAYTON+
BINNINGS

 **GREG FULFORD**
REAL ESTATE GROUP

 **ALEXWANG**


deleon

 **THE HABIBI GROUP**

 **a+k** AHERN + KALMBACH

TRACY McLAUGHLIN

 **THE FONG GROUP**
REAL ESTATE


OWNMARIN
BARR HANEY | WHITNEY POTTER


JIMMYMARIN

WENDYSTORCH

SHANA ROHDE-LYNCH
Experience the Difference

JOEL GOODRICH  LUXURY REAL ESTATE

THE SWANN
TG GROUP
VANGUARD PROPERTIES

 **DAVID BELLINGS**

GINGER MARTIN & CO

 **NINA HATVANY**
SAN FRANCISCO

 **Lotte & Sarah**



Noel Flores brand personailty & positioning

The Noel Flores brand personality is simple yet regal, authentic, memorable, luxurious, trustworthy, elegant, clean, hip and modern.

Ideally, the brand must feel exclusive yet approachable.

Once seen, one should feel as though they have been invited to Noel's special club by invitation if you will. The brand also needs to communicate Noel's Five Star Service and his penchant for a royal level of service for his clients.

Blu Sky Films proposed design solutions are engineered to communicate that Noel Flores is a trusted, knowledgeable and modern realtor for buyers and sellers of unique properties.

