

# CASE STUDY: Mountain Development Corporation

## CHALLENGE

Mountain Development Corporation (MDC) builds and acquires commercial properties in the tri-state area. MDC's image for years was based upon the specific property the developer was promoting at the moment. There was no corporate brand.

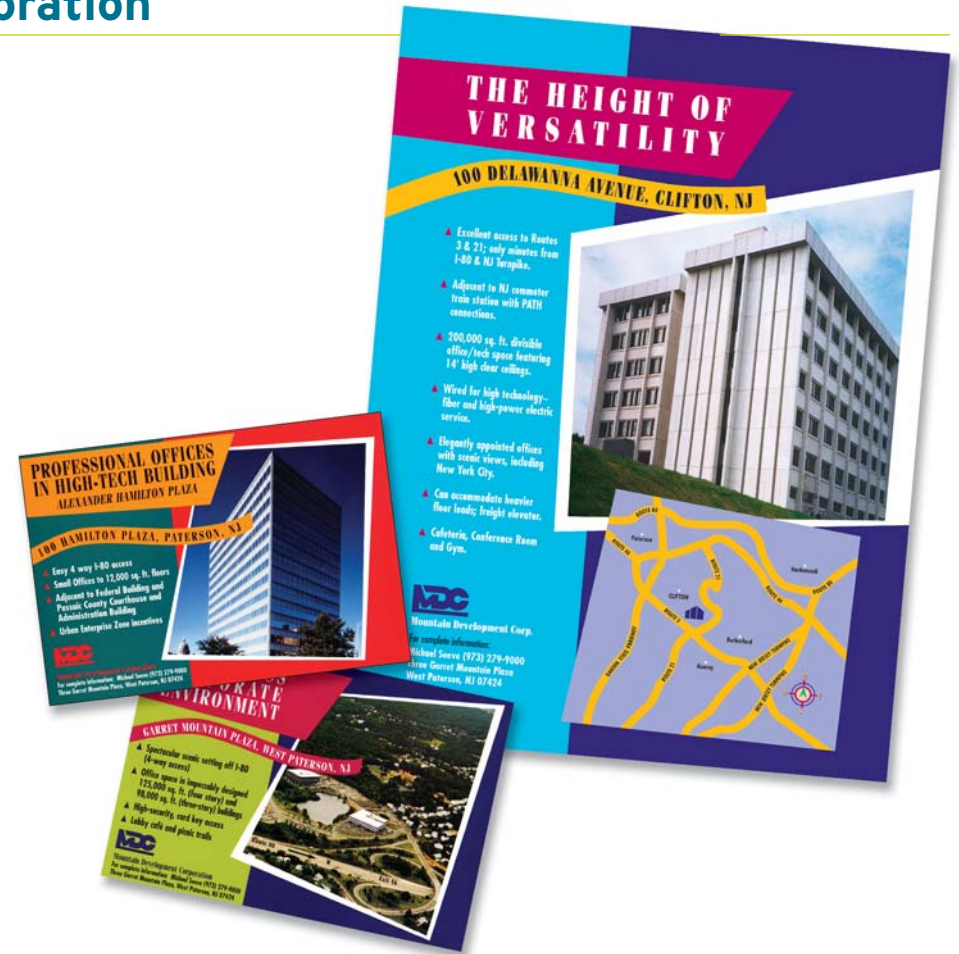
## SOLUTION

We recognized a commonality of innovative, dynamic thinking and developed an exciting, unified brand-building look spanning MDC's diverse properties: a Suburban NJ Corporate Office Complex; a New York City Historic Beaux Arts Landmark; a Paterson High-Tech Professional Building; a PA Regional Mall; and a Newark Factory Revitalization. The integrated marketing program included bold color in shapes framing the building photography. This look was carried through on advertising, direct mail, and sell sheets. Block also provided public relations articles.

## RESULTS

The campaign was so successful MDC's properties are instantly recognized for their quality by those in the industry

Contact us today to learn how your business can profit from our Brand-Edge™ Process.



## BLOCK & DECORSO

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