

# Santa María – Real Estate Properties Area

CULTÉVA

Presenting an upscale neighborhood to buyers and tenants of residential and commercial properties



## Background

Santa María is a luxury residential complex where modern meets nature, creating a comfortable lifestyle in lush green surroundings. Santa María offer various real estate products around a world-class golf course conveniently located in Panama.

Santa María is developed upon a unique vision, complying with best practices in architectural design, infrastructure, materials and is rich of exquisite detail and finesse.

Within the masterplan property is the Santa María Country Club, an establishment for members with a wide variety of amenities for family and friends. More than 600 families are already part of enjoying more than 19 sports and entertainment facilities.

## Services completed

- 1 Mission & Vision
- 2 Strategy & Positioning
- ✓ 3 Naming & Nomenclatures
- 4 Branding & Identity
- ✓ 5 Marketing & Messaging
- ✓ 6 Product & Packaging Design
- 7 Retail Space & Online Appearance Design

## Challenge

Create a marketing and sales tool for potential customers and existing residences and commercial tenants that introduce the complete offerings and the areas within the Santa María masterplan.

Develop an appealing design solution for a marketing and sales tool that match the established exquisite aesthetics and compliment or elevate the image of the overall experience of living and working within Santa María.

*"It is a privilege to start a project with such an open brief. It gives us as creators the opportunity to propose the boldest ideas. And, the Welcome-kit for this high-end residential-commercial area became a compelling sales tool. The kit invites home and business owners to get an exclusive glimpse of the superior lifestyle available within the prime location of Santa María."*

–Hein Haugland, Creative Director, Cultéva

## Solution

The wealth of visual material and informative detail provided by the client set Cultéva on a path to design a simple narrative that would evoke interest for customers to know more about all areas within Santa María properties.

In the grand scale of Santa María properties there are a number of signature experience that can easily be overlooked amongst all the great entities and enriching amenities.

The conceptual solution to the project became a Welcome Kit that introduces multiple areas in seven different folders. A topline introduction is presented in separate folders to each of the six main entities and the masterplan. It was important to keep all entities separate to enable them to unveil their own unique qualities and atmosphere.

The seven folders was packaged in an exclusive gatefold box with an introduction letter and six different complimentary offers for each entity. This offer was a collection of cards and intended to entice home and business owners to experience all the areas of Santa María within a limited period.