



# TRISONIC EL SEGUNDO

CREATIVE OFFICE CAMPUS





## ABOUT THE PROJECT

Trisonic El Segundo is a creative office development in El Segundo, CA marketed by three Colliers International brokers and one support staff. The team reached out to the Greater Los Angeles Marketing Department for assistance in this campaign.

This property is in direct competition with Elevon at Campus El Segundo, a larger creative office space in development that is across the street from this property. The marketing had to stand out to potential clients to attract an audience around a smaller property which had been overlooked vacant land since 2009.

**AS OF 5/5/2016 THIS PROJECT HAS BEEN 100% SOLD.**

## A THREE TIERED STRATEGY

To market this vacant land, the Greater Los Angeles Marketing Department developed a three tiered strategy for the marketing of this project:

1. Teaser information - The printable in-office brochure and email campaign were released to the public to bring attention to the project.
2. The Direct Marketing Campaign - The website, 250 printed square brochures and 100 ViewMasters given to exclusive clients.
3. Continual Marketing - Continuing eblasts, street signage and lead conversion.

## ABOUT THE DEVELOPER



Live Oak Properties, LLC is an entrepreneurial-based real estate development firm headquartered in Manhattan Beach, CA. Live Oak Properties acts as principal and development partner on a wide variety of development projects ranging from Hospitality to Multi-Family to Industrial to Commercial Office.

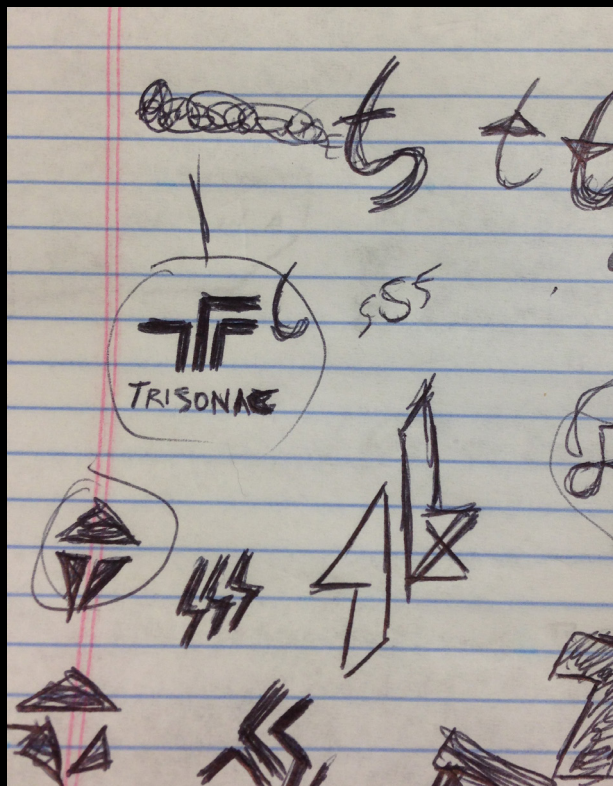
## ABOUT THE LOGO

When the property was picked up by Colliers International, the property had no name. The land it sits on has a history for being the site of the demolished North American Trisonic Wind Tunnel, used to test new aircraft designs. When it was time to decide on a name for the property, the developers chose to pay homage to the site by calling the site Trisonic El Segundo.

When it came to color choice for the project, from early renderings of the project (which were not used in the final draft) there was signage on the buildings that was a striking teal color. To make the logo synergize with the property, the teal was used. When the final renderings were given, the teal that was used for the early in-process pieces still appeared flattering with the project. We continued to use this teal color throughout all marketing materials.

Oswald was the signature font used for this project in conjunction with Aaux Next for body text. This slab font added emphasis to the typography of the project and worked in harmony with Aaux Next.

The logo was developed upon brainstorm of the word trisonic. 3 rectangles stacked within a square was the final design. They create a shape of a "T" in the logo as well as a silhouette of the buildings that would be developed on the site.



Initial sketches which would become the logo



**TRISONIC EL SEGUNDO**  
CREATIVE OFFICE CAMPUS



**TRISONIC EL SEGUNDO**  
CREATIVE OFFICE CAMPUS



# TRISONIC EL SEGUNDO

CREATIVE OFFICE CAMPUS

THE PRINTABLE BROCHURE



## PROPERTY FEATURES

- Distinctive Contemporary Architectural Design
- Class-A, 2-Story Steel-Frame Structures
- No Interior Columns and up to 105' Clear Spans
- Large Open Spaces and 16' Floor-to-Floor Height
- Flexible Floor Plans
- All Units are Corner/End Units with Glass on All 3 Sides
- Surface and Covered Parking with over 3 spaces per 1,000 sf
- Interior Spaces Seamlessly Flow to Outdoor Areas
- Endless Sources of Natural Light
- Full Height, Roll-Up Glass Doors Combined with 12' Tall Windows
- Only Minutes to LAX, 105 and 405 Freeways
- Convenient to Manhattan Beach Pier and South Bay Beaches

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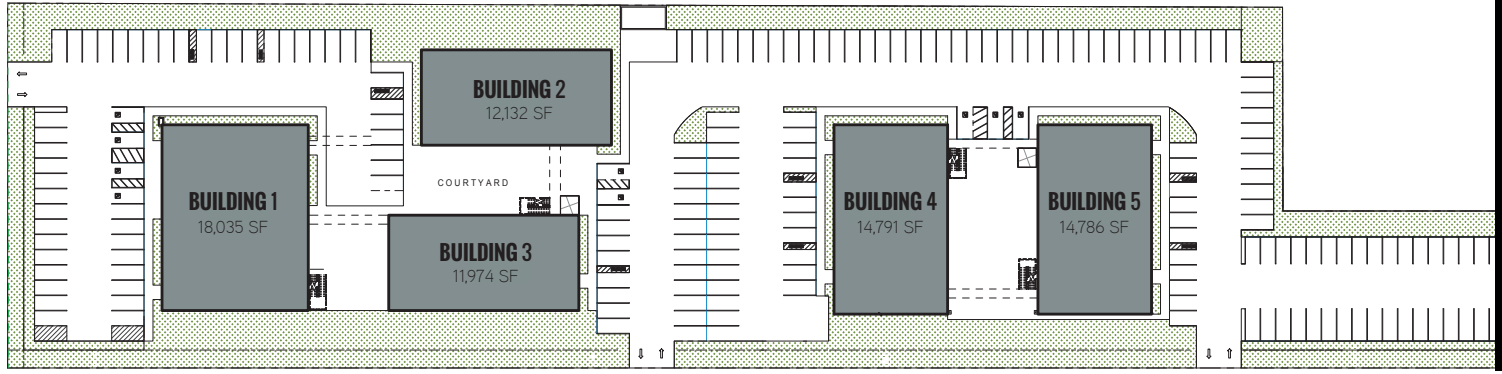
### GREG WALSH

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**Colliers**  
INTERNATIONAL





### BUILDING 1

- > Suite 101A - 4,218 SF
- > Suite 101B - 4,204 SF
- > Suite 201A - 6,137 SF
- > Suite 201B - 3,476 SF

### BUILDING 2

- > Suite 102A - 2,755 SF
- > Suite 102B - 2,889 SF
- > Suite 202A - 3,244 SF
- > Suite 202B - 3,244 SF

### BUILDING 3

- > Suite 103A - 2,822 SF
- > Suite 103B - 2,822 SF
- > Suite 203A - 3,165 SF
- > Suite 203B - 3,165 SF

### BUILDING 4

- > Suite 104A - 3,328 SF
- > Suite 104B - 3,371 SF
- > Suite 204A - 4,046 SF
- > Suite 204B - 4,046 SF

### BUILDING 5

- > Suite 105A - 3,257 SF
- > Suite 105B - 3,442 SF
- > Suite 205A - 3,997 SF
- > Suite 205B - 4,090 SF

400 DULEY RD. | EL SEGUNDO, CA | 90245

[WWW.TRISONICELSEGUNDO.COM](http://WWW.TRISONICELSEGUNDO.COM)



**COLLIERS INTERNATIONAL**

2121 Rosecrans Avenue, Ste. 3301  
El Segundo, CA 90245







TRISONIC EL SEGUNDO  
CREATIVE OFFICE CAMPUS

OFFICE FOR SALE

LOCATION

RENDERINGS

PROGRESS

BROCHURE

THE TEAM

CONTACT US

NAVIGATION



THE WEBSITE | WWW.TRISONICELSEGUNDO.COM

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## THE MAIN PAGE



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## VISION



### A NEW AND EXCITING CREATIVE OFFICE PROPERTY UNDER DEVELOPMENT IN THE HEART OF EL SEGUNDO.

Trisonic El Segundo allows business owners to seize upon the convenience of location and the mild South Bay climate and promote a collaborative work environment for growth-oriented businesses. The architecture and design emphasize a distinctive property which seamlessly merges spacious and flexible indoor work spaces with the outdoor environment, inviting those occupying and visiting the spaces to feel welcomed into a synergy of nature and technology. The diverse surroundings of El Segundo and the coastal region of the South Bay provide an eclectic edge for an ever-growing network of aerospace, creative arts, engineering, IT and industrial/manufacturing businesses choosing to locate in this vibrant area.

- > Distinctive Contemporary Architectural Design
- > Class-A, 2-Story Steel-Frame Structures
- > No Interior Columns and up to 105' Clear Spans
- > Large Open Spaces and 16' Floor-to-Floor Height
- > Flexible Floor Plans
- > All Units are Corner/End Units with Glass on All 3 Sides

## SAMPLE PAGE



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## BUILDING FEATURES

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- > 2-Story Class-A Steel-Frame Structures
- > No Interior Columns & up to 105' Clear Spans
- > Large Open Spaces & 16' Floor-to-Floor Height
- > Full Height Roll-Up Glass Doors
- > Surface & Covered Parking with over 3/1,000
- > Potential for up to 5/1,000 Parking

[VIEW THE WEBSITE](#)

[THE BROCHURE](#)

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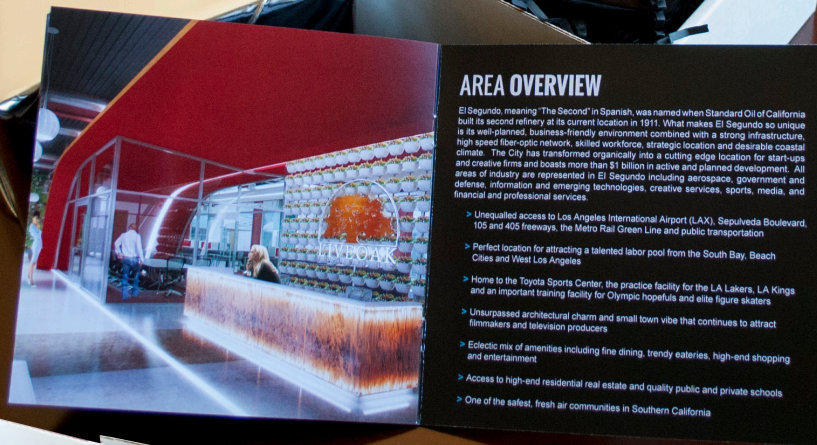
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## THE VIEWMASTERS

Each box was wrapped in silver (seen above) and handed out individually by brokers to their prospective clients. The boxes contained the following:

- 1 Black 3D ViewMaster
- 1 Reel (Branded with Contact Information)
- 1 Brochure

To see the brochure completed, visit:  
[HTTP://WWW.COLLIERSGLA-FLIPBOOK.COM/TRISONIC/INDEX.HTML](http://www.colliersgla-flipbook.com/trisonic/index.html)

These ViewMasters were made specifically to create a three dimensional version of the renderings to the client. Instead of just seeing the renderings on paper, they project through the ViewMasters, showing depth of field and look to have a foreground and background.

These ViewMasters captured attention of clients because of their nostalgic feel, use of optical illusion, and interactivity.





**BEFORE**

Fence that was smashed in by a car. It said nothing about Trisonic and could not compete with the construction of the competing property across the street.



Google earth  
© 2015 Google



**AFTER (MOCKUP)**

The fence was put back up and now anyone who drives or walks past this busy intersection, or is on the adjacent competitor's property can see the Trisonic marketing campaign.

**SIGNAGE DIMENSION SIZE: 120' X 6'**





GREATER LOS ANGELES MARKETING DEPARTMENT  
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