

A silhouette of a person jumping joyfully in the air, holding two shopping bags. The background is a vibrant sunset sky with orange and blue hues. The person is positioned on the right side of the frame, with their arms outstretched and legs bent in mid-air. The shopping bags are also silhouetted against the bright sky. The overall mood is one of triumph and success.

dhg

Sweep Them Off Their Feet!



Our Mission

Your brand is the foundation on which your entire communications strategy and business is built. It is the very first thing your customers recognize, and it determines whether or not your target audience will choose you.

Our mission is to persuade, captivate, and engage your customers, sweeping them off their feet with a story they can't help but connect with.

“*Damien and his team are responsive, proactive, and bring great vision and energy to the brand.*”

LOUISE CALDWELL

North American President,
Birkenstock Natural Skin Care

What We Do

BRING BRANDS TO LIFE

Creating this brand experience in your customer's life is the primary goal of any dhg campaign. We design, strategize and implement approaches that create meaningful connections between your brand and your customers.

Ultimately, a dhg campaign is more than just promoting a certain product to a passive audience, it is the execution of a comprehensive plan which activates your customers to engage with your brand's identity and its core values

BRAND DEVELOPMENT/STRATEGY

BRAND LAUNCH

CONTENT CREATION

COPYWRITING

DIGITAL CAMPAIGN- CREATION/STRATEGY

PRINT COLLATERAL

PACKAGING DESIGN

PRODUCTION (VIDEO/TV, PHOTOGRAPHY,
RADIO, MULTIMEDIA)

WEBSITE DEVELOPMENT

SIGNAGE & WAYFINDING

PLACEMAKING

LEASING MATERIALS

LEASING BOOTH GRAPHICS

Core Services



Urban Edge Properties

(NYSE:UE)

In July of 2020, Urban Edge one of America's leading retail property owners and developers, and owner of Bergen Town Center, engaged with dhg to create a comprehensive leasing brochure that would re-introduce the history, prestige and staying power of the outlet center to brands across the retail spectrum. The brochure would convey some of the vital statistics, marketing strategies and forward thinking that BTC offers prospective clients. The piece would also introduce a fresh, new, communications style and approach for BTC, ushering in a new marketing strategy to invigorate the brand.

THE OUTLETS
AT
BERGEN
TOWN CENTER





dhg worked with Urban Edge and the management group at Bergen Town Center to develop the narrative, styles, color palette, imagery, and special features like QR codes for additional statistical information and links to videos and Google Fly-Ins. The end result was a stunning, 24 page brochure which is now the centerpiece of the Urban Edge/BTC Leasing teams sales presentation.



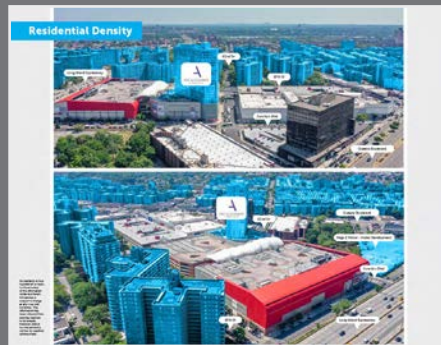
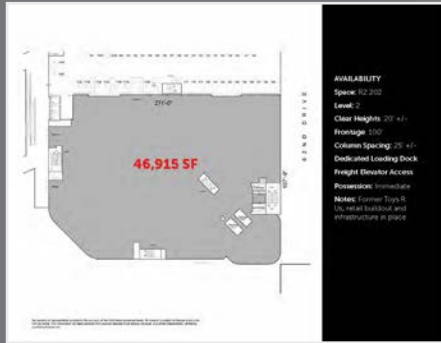
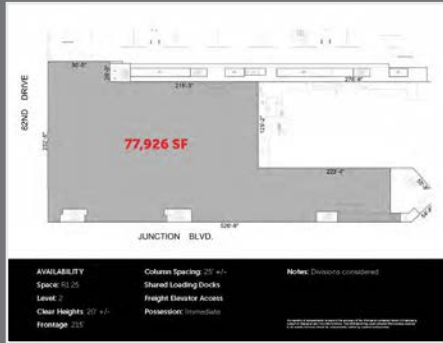
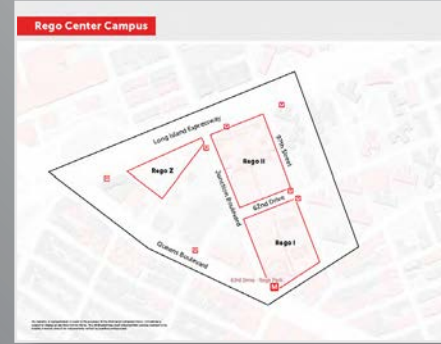
Vornado Realty Trust

(NYSE:VNO)

dhg has maintained a strong and successful relationship with Vornado Realty Trust for the past several years. The principal focus of dhg's marketing collaboration with Vornado has revolved around REGO Center in Queens, NY. This vibrant, multi ethnic retail center attracts millions of visitors each year.

dhg has been providing a host of marketing engagement and content creation to REGO including print, digital display, radio, digital video and on-site collateral. In addition, dhg recently completed a new leasing brochure in conjunction with the sales and leasing team at Vornado.





REGO CENTER SNAPCHAT, DIGITAL DISPLAY, AND BUS WRAP

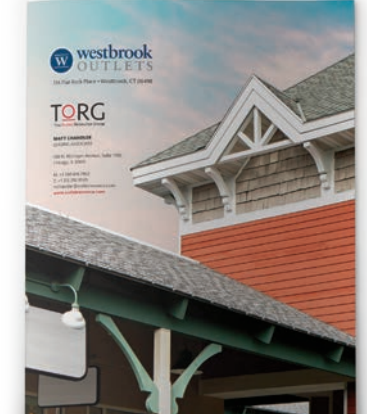
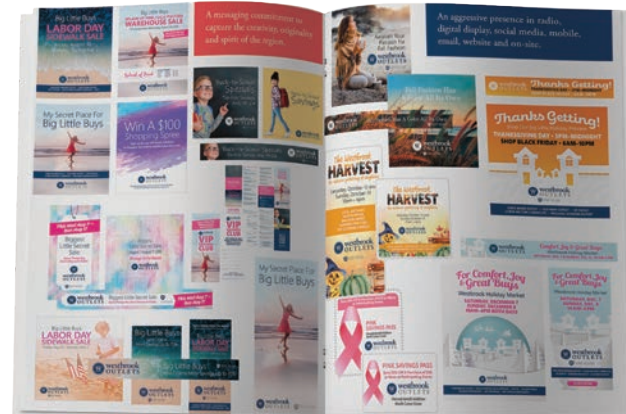
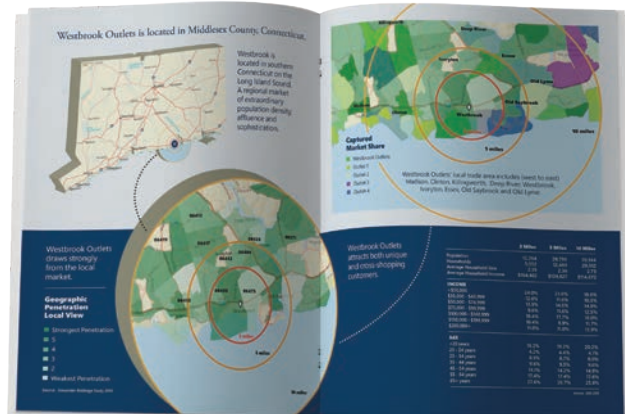
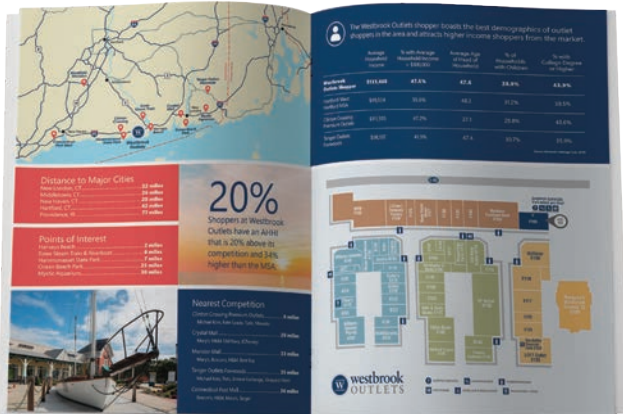


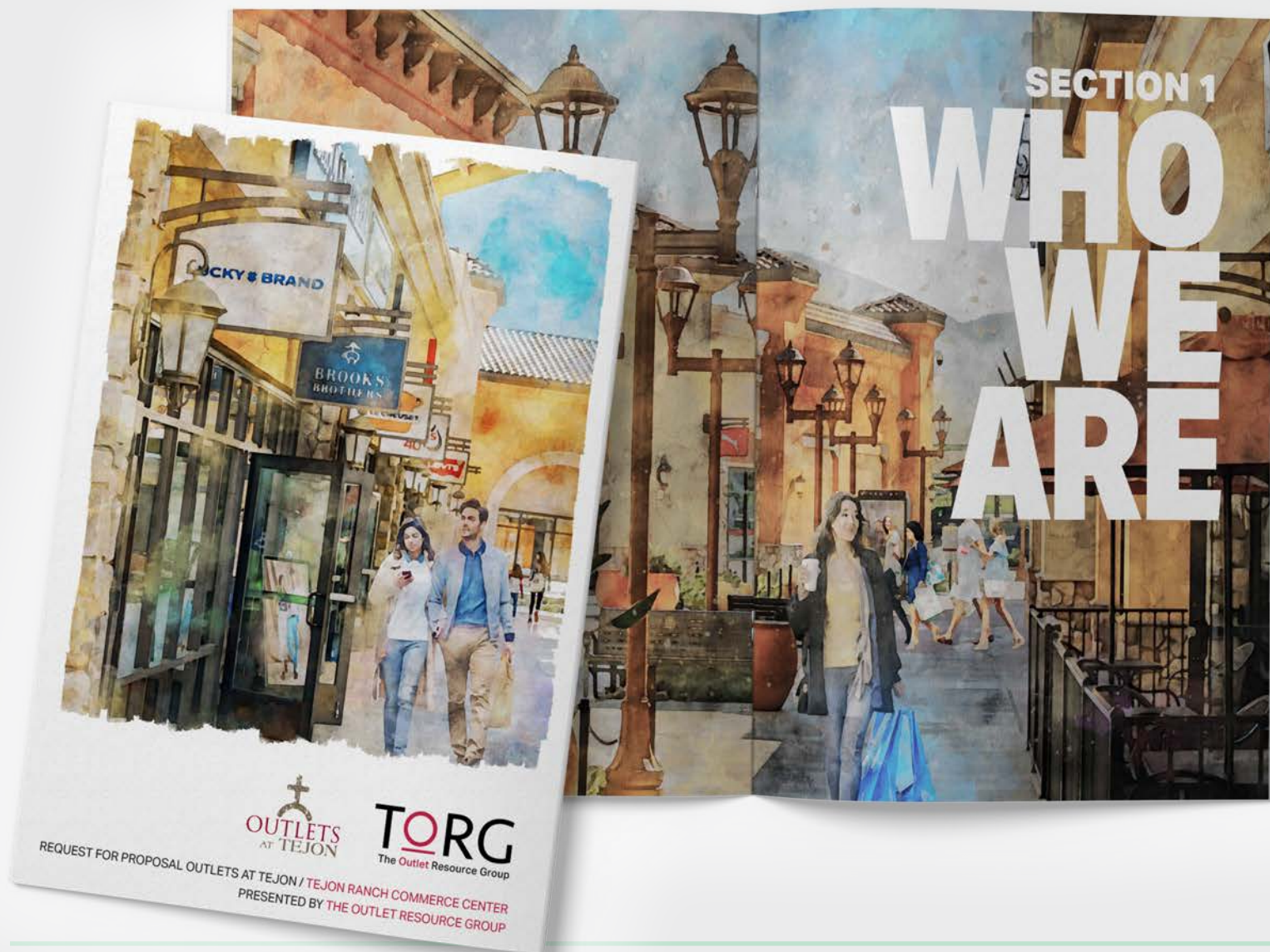
Westbrook Outlets

In the summer of 2019 The Outlet Resource Group (TORG) contracted with dhg to provide all of the marketing content for Westbrook Outlets, Westbrook, CT. The mission of the awareness campaign was to reintroduce the outlet and its wide variety of national retail brands to the south central region of Connecticut. Since campaign start, dhg has produced numerous print, digital display, TV, radio, and on-site collateral content. In addition, dhg worked with the leasing team at TORG to produce the current Westbrook Outlets leasing brochure.

TORG







The Outlet Resource Group

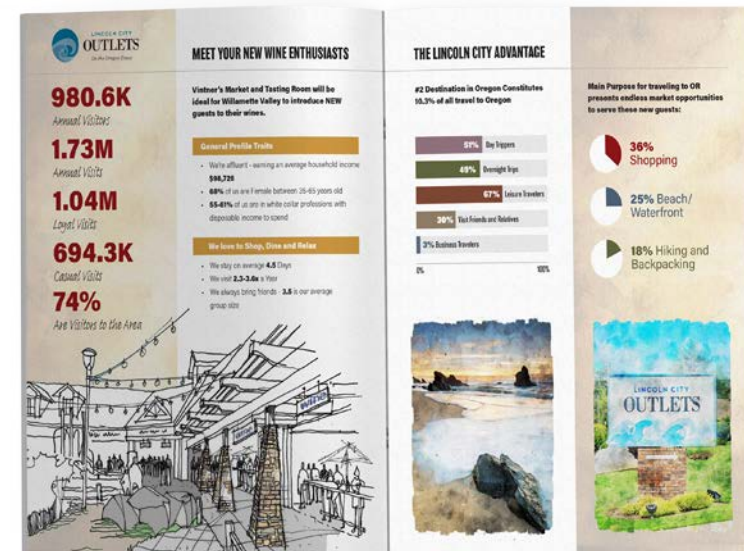
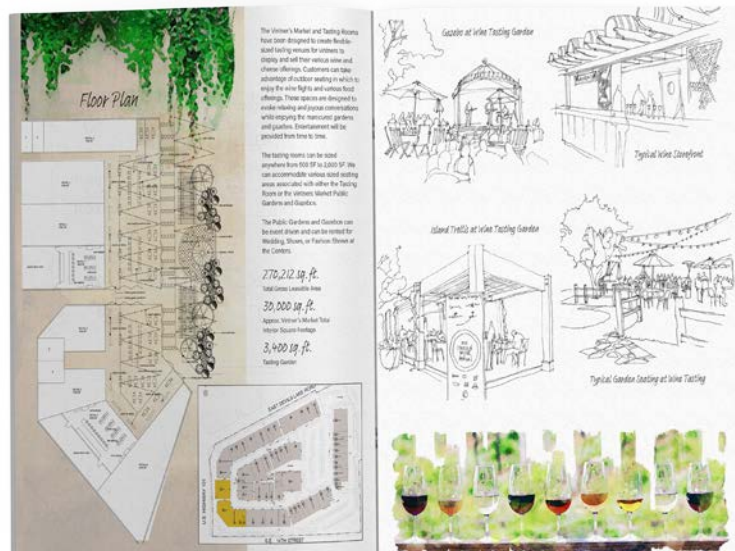
TORG is one of the only organizations in outlet retail which was designed to be a one-stop-shop for developers and retailers looking to enter the outlet retail industry in the US and worldwide. The team at TORG provides owners, developers, and brands guidance to strategically reposition underperforming assets, maximize performance of existing Centers, and develop new outlet center destinations.

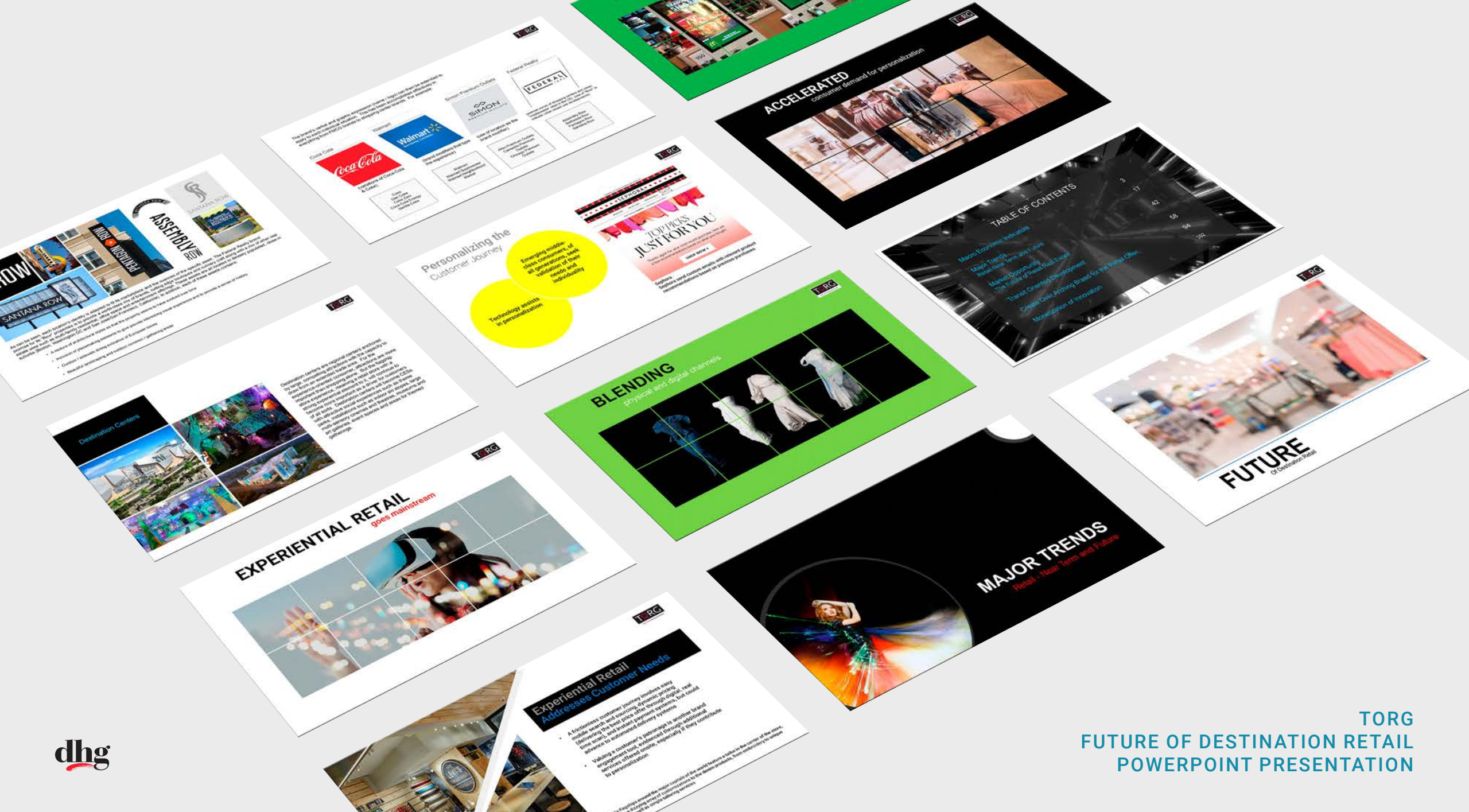
For several years dhg has provided fresh, creative marketing support for TORG on numerous outlet center locations and for TORG's internal marketing communications.

TORG
THE OUTLET RESOURCE GROUP

dhg

LINCOLN CITY OUTLETS VINTNERS MARKET BROCHURE



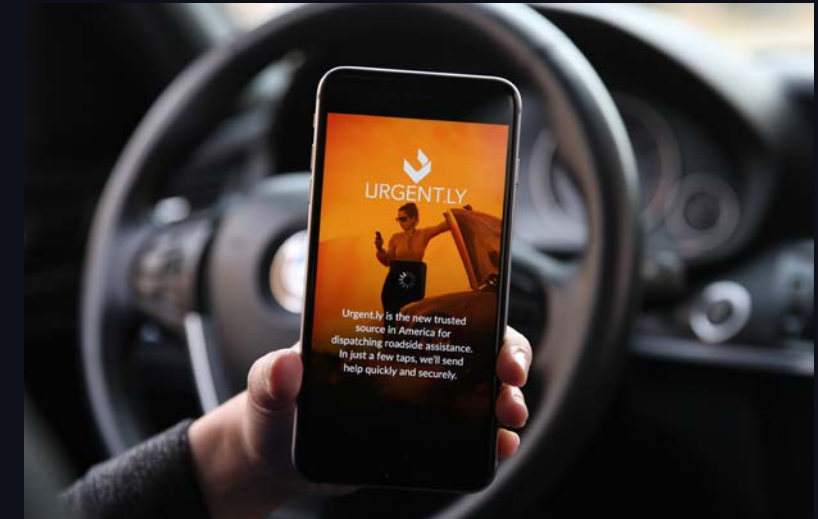




Why Work with us?

BRANDS ACROSS INDUSTRIES

The collective experience that dhg brings to the table enables us to offer work on a national level. Flexible to your unique objectives and experienced to make sure we can deliver on our promises, dhg adheres to our philosophy that connection is the foundation for all success. Turn casual customers into brand warriors with help from our diverse and experienced team.





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