

LITCHFIELD BY THE SEA

The Litchfield Company

Extended the Litchfield by the Sea product brand name to the different contiguous resort and residential developments of the Litchfield Company, increasing product recognition, brand awareness and marketing efficiency.

Created and executed a comprehensive and integrated marketing and advertising campaign for Litchfield by the Sea which repositioned the entire real estate and resort holding at this location for the Litchfield Company.

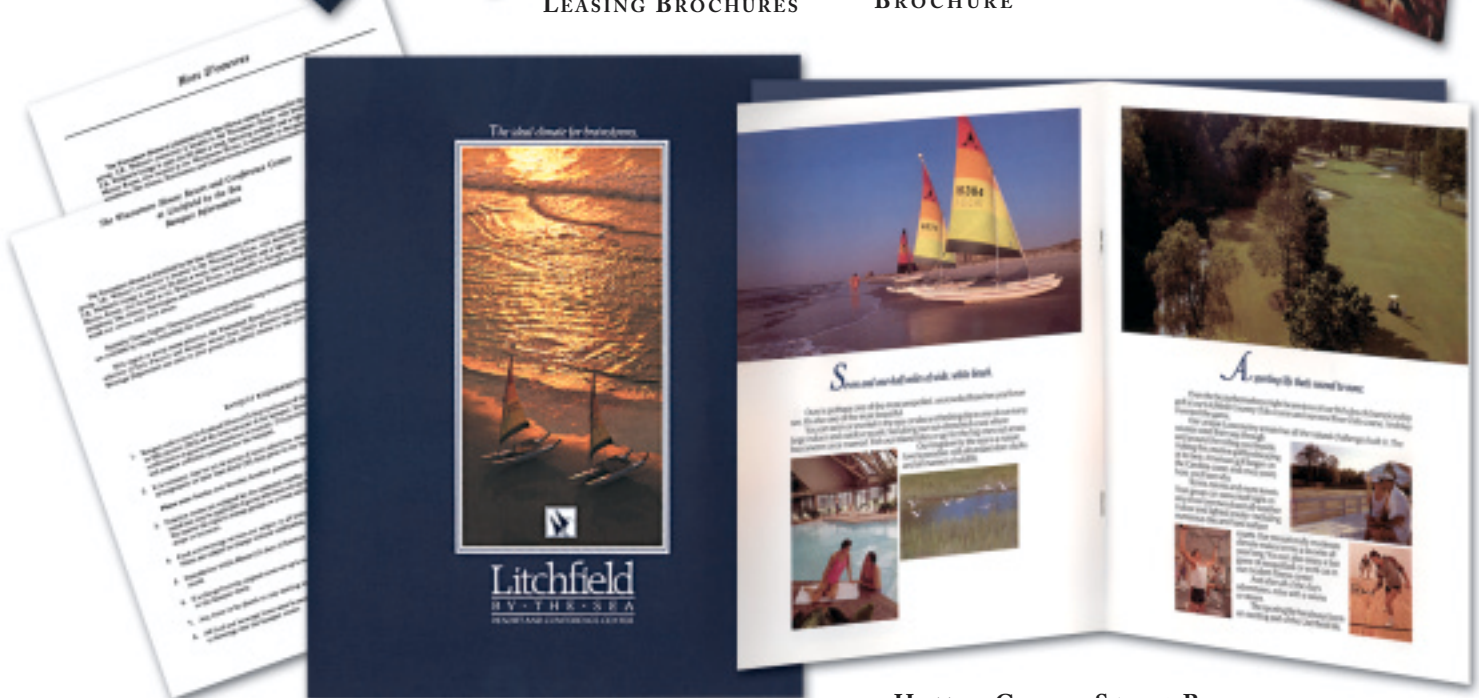
Re-positioned and integrated the Waccamaw House hotel at Litchfield by the Sea with the other resort and residential products at this location increasing hotel occupancy from 35% to 68% within one year.



**FIT
GOLF PACKAGE/
LEASING BROCHURES**



**RESIDENTIAL
COMMUNITY
BROCHURE**



HOTEL GROUP SALES BROCHURE