

bric

BEYOND THE BUILD

CAPABILITY STATEMENT  
SYDNEY, AUSTRALIA

# Bringing Residences Into Culture

A brand and digital studio for property developers.

THE STUDIO

Brand · Digital · Content · Space



# We help projects sell sooner.

A development lives or dies on how quickly the market understands it. We build the digital experience, the campaign, and the identity that make a project legible and desirable, so enquiries arrive earlier and stock moves sooner.

You are excellent at delivering buildings. Our work is making that quality obvious to buyers before the display suite opens, then keeping the brand working from launch through to settlement.

The strongest foundations aren't made of concrete. They're **built on the ideas** behind them.



PROJECT IMAGERY · A HERO DEVELOPMENT SHOT

Founded in Sydney, built for the Australian development market.

# Four capabilities, one studio.

Digital first, because that is where buyers decide. Then the campaign, the identity, and the display suite, one team keeping every touchpoint consistent.



## A / DIGITAL

### Digital Experience

Where buyers meet the project first. Sites and platforms built to turn interest into enquiries.

Project websites · Atlas interactive masterplan · Studio presentation platform · Pulse buyer portal



## B / CONTENT

### Content & Story

The campaign layer: imagery, film, and copy that make a project feel inevitable.

Campaign creative · CGI & render direction · Photo & video · Copywriting



## C / IDENTITY

### Brand Identity

Naming and identity that position a project in its market from day one.

Project naming · Campaign identity · Sales collateral · Signage



## D / SPACE

### Spatial & Interiors

The display suite and sales spaces, carrying the brand into the room.

Display suite branding · Styling direction · Material & finish input

# On retainer, with a scope you can hold us to.

Every retainer buys a defined amount of work each month, not open-ended access. Three tiers, shaped to where you are.

## Presence

**\$2,500 / month**

BETWEEN PROJECTS

### INCLUDED EACH MONTH

- Social media managed: 4 posts a month
- Website kept current with edits and new work
- 1 project story a month, written up with photos
- Brand assets kept ready for print and use
- Monthly call on results and next steps

**1 studio day reserved** each month.

## Momentum

**\$4,000 / month**

ONE LIVE PROJECT

### EVERYTHING IN PRESENCE, PLUS

- Project identity: name, logo, brochures, hoardings, ads
- Project landing page: renders, plans, register-your-interest
- 8 pieces of campaign content, social and email
- Quarterly shoot: progress, stages, display suite
- Monthly strategy session with the directors

**2 studio days reserved** each month.

## Partner

**\$8,500 / month**

MULTI-PROJECT PIPELINE

### EVERYTHING IN MOMENTUM, PLUS

- Momentum coverage across up to 3 projects at once
- Priority capacity: front of the queue
- Display suite styling and finish direction
- Quarterly planning across the pipeline
- One senior contact across everything

**5 studio days reserved** each month.

## Where the line sits

Anything beyond the scope above is a separate piece of work: quoted, approved, then started, so there are no surprises. Presence runs on a three-month minimum, Momentum and Partner on six, with 30 days notice either way.

All figures in AUD and exclude GST. A studio day is about eight hours of focused studio time.

# Why developers choose bric.

**01****Sell sooner**

A campaign-ready digital presence pulls enquiries forward, so sales begin before the display suite opens rather than after.

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**02****Launch to settlement, one team**

Digital, campaign, identity, and display suite direction under one roof. Nothing is lost between agencies, and every buyer touchpoint holds together.

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**03****Equity that compounds**

Each project builds on the last. A known name launches faster and sells at less cost, because the market already trusts it.

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**04****Senior people, direct line**

You work directly with the people doing the work. No account layers, no dilution, no juniors learning on your budget. Decisions are quick and the standard stays high.

# The people behind the work.



**Khalil Khouri**

Co-founder & Director



**[Full name]**

Co-founder & Director



**[Full name]**

Business Development Manager



**[Full name]**

Content Creator



**[Full name]**

Interior Designer, studio bench

## Let's build something that lasts.

**bric**

Tell us about your next project and we will shape a retainer around it.

WEB

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STUDIO

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