

Downtown Miami's Marquis powers up myPad for condo pitch

Years ago, Lori Ordovery had a dream about marketing an Apple hotel. Instead, she created myPad.

Ordovery, an iPad enthusiast and managing director of Africa-Israel USA, conceived the catchy marketing banner hanging on the developer's Marquis condominium in downtown Miami. Her team now hopes tapping the iPad's appeal will attract new residents.

"You can't help but be infused by the culture of Apple in our lives," Ordovery said.



Ordovery

The 70-by-50-foot banner debuted across seven of the property's 67 floors above a downtown Metromover stop on Aug. 18. The goal: to link the property and the popular personal computing device. On the banner image, a man's legs are raised and crossed atop a balcony rail, with Govern-

ment Cut in the background. In the upper right corner is "myPad." Downtown condos are luring residents. About two-thirds of some 22,000 units in 75 buildings from downtown to Brickell and Wynwood/ Edgewater are occupied, according to the Miami Downtown Development Authority. Already, the downtown has more than 70,000 residents, up from about 40,000 in the 2000 census, the DDA reports. As residents – either renters or owners – move into



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A seven-story banner debuted at the Marquis, above a downtown Miami Metromover stop.

the remaining 7,000 or so units, the area is coming to life with people seeking retail, restaurants and bars that round out their lifestyle.

Ordovery conceived the slogan while using her own iPad during a meeting with Marquis' ad man, Len Dugow, president and creative director with LGD Communications in the Design District. Zakarin Public Relations in Miami handles PR for Marquis.

Within two days, Dugow had a mockup of the banner. In weeks, it was unfurled on the building. Today, it's building buzz on social media websites including Facebook, Twitter and FourSquare. The developer is also work-



Dugow

ing with interior designer Tui Lifestyle to create and promote various myPad interiors, Dugow said. "It's trading on an Apple culture that is very hip," he said. "It builds cachet. My job is to unearth different ways of creating attention on my client's projects."

Miami's highly competitive real estate market makes innovation necessary for products to stand out, Ordovery said. With iPad, Apple has inspired others to rethink the way they reach out and market

to their own demographics, she said. Marquis' market is the over-40 audience willing to spend \$400,000 or more on a condo, she said. Brand and technology aware, many are lured by the area's new "live, work and play" appeal that embodies the same sophisticated consumer lifestyle cultivated by Apple.

"This was a very innovated marketing idea that speaks to today's tech-savvy professional and the urban buyers who want a destination close to the beaches with a metropolitan vibe," said Mark Pordes, president of Pordes Residential in Aventura. (The on-site sales and marketing company, which also works in repositioning condo assets, is not associated with the Marquis project.)

Could myPad infringe on Apple's copyright? Ordovery said she asked her legal team, and feels confident they're safe, she said.

"It's all tongue-in-cheek kind of fun," said Ordovery, who might use iPads for broker or resident promotions. "We're not selling competitive products. We're selling condos."

Apparently, the marketing is working. Sales and site traffic are up, executives said. Even Dugow's website has seen a spike in visitors, he said. For Ordovery, validation came when she was a passenger in a car driving along Interstate 395 recently. The driver saw the banner and chuckled out loud.

"Here's a guy who got a visceral reaction to the sign," she said, "which is exactly what you want in marketing."

JEFF ZBAR covers marketing, technology and small business strategies. Contact him at jeffzbar@gmail.com or (954) 346-4393.