

## TOP HONORS FOR “BRING LINDBERGH TO LIFE” CAMPAIGN

### -- Greater Atlanta Home Builders Association Honors eon at Lindbergh for Best Advertising Campaign and Best Marketing/Promotion Campaign --

**ATLANTA, Ga. (Nov. 7, 2007)** – Recognized for the creative “Bring Lindbergh to Life” campaign used to promote the **eon at Lindbergh** condominium residences, Evolv received two OBIE Awards from the Sales and Marketing Council of the Greater Atlanta Home Builders Association.

Specifically, with 600 entries this year alone, the OBIE Awards are the highest level of recognition given by the Atlanta housing industry. Each year, the Greater Atlanta Home Builders Association presents OBIE Awards for major achievements in building, marketing and remodeling. The OBIE Awards, previously called the Professionalism Awards, began in 1980 and have grown throughout the years to now feature 124 building, remodeling, marketing and personal achievement categories.

Evolv, a full-service real estate solutions group, received Best Advertising Campaign and Best Marketing Campaign honors for the “Bring Lindbergh to Life” campaign developed with branding agency partner, PUSH.

As a metaphor for bringing life to the Lindbergh area of Atlanta, the campaign utilized mannequins to symbolize people living in the **eon at Lindbergh** community. The launch of the campaign included placement of more than 100 mannequins en masse under the cover of darkness on Piedmont Road. The mannequins were also incorporated through all marketing elements including everything from advertising and community outreach, to throughout the sales gallery and public relations efforts.

“Being recognized with such prestigious awards from the Greater Atlanta Home Builders Association is a real honor for us,” said Gigi Giannoni, president of Evolv. “Our partner, PUSH brought a lot of energy and creativity to this campaign in a category that’s historically conservative in its marketing approach. This campaign demonstrates that out-of-the box and creative thinking is key to marketing in today’s real estate market.”

“Using mannequins as a metaphor and creating a consistent and recognizable **eon at Lindbergh** brand helped engage people beyond conventional advertising,” said Mark Unger, partner and creative director of new media for PUSH. “By embracing and implementing this concept, Evolv and the developers, Dawson and Lane, demonstrated their commitment to strategic and creative marketing.”

Situated between Buckhead and Midtown, **eon at Lindbergh** offers one and two-bedroom residences starting from the \$180s. As part of the Lindbergh City Center urban community, **eon** is just steps away from the Lindbergh MARTA station, and a variety of shopping, dining and entertainment venues. In addition to being a transit-oriented community, **eon** features an array of amenities including underground parking, an upscale fitness center, two pools with outdoor entertainment areas, and a pet friendly walking and running trail around the community.

Adding to its amenities, **eon at Lindbergh** residences are an environmentally-friendly living option as an EarthCraft® certified development designed to protect and improve the environment.

The **eon at Lindbergh** sales gallery is located on Main Street in Lindbergh City Center and includes one full-size, decorated model condominium residence. For more information, visit

www.eonatLindbergh.com or call 404-846-2208. **eon at Lindbergh** is being developed by The Dawson Company ([www.thedawsoncompany.com](http://www.thedawsoncompany.com)) and Lane Company ([www.lanecompany.com](http://www.lanecompany.com)), with Evolv ([www.evolvre.com](http://www.evolvre.com)) serving as the marketing and sales group.

#### **About Evolv**

Evolv ([www.evolvre.com](http://www.evolvre.com)) is a full service real estate solutions group headquartered in Atlanta, Georgia, that specializes in condominium, townhome, resort and vacation ownership real estate. Evolv offers its clients a distinct menu of services ranging from the inception of a project through to its fruition. Over the years, Evolv has spearheaded a vast array of projects from new to existing developments, overseeing sales and marketing efforts, as well as providing support to developers in other related project needs.

Clients are offered the expertise and resources of a team with years of combined experience in real estate development, design, marketing, sales, operations, warranty/closing process and HOA administration. Evolv believes in creating long-term partnerships with the developers and asset managers of each project, combining pride, professionalism and perseverance to exceed expectations and produce results. Evolv can be reached at 404-459-6317.

#### **About PUSH**

PUSH ([www.pushhere.com](http://www.pushhere.com)) is an award-winning, full-service marketing and communications agency located in Downtown Orlando. PUSH's capabilities cover everything from advertising and public relations, to research, brand planning, promotions, media planning and buying and interactive design. A dynamic and growing agency, PUSH focuses on developing strategic, creative and influential work for a variety of more than 30 regional, national and international clients. PUSH builds brands by bringing creativity and innovation to every client campaign by combining an experienced team of more than 50 through a unique and collaborative culture. For more information or to read PUSH's blog, go to [www.pushhere.com](http://www.pushhere.com).

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