# X SINGULAR

This is Singular.

Diversity is our main strength.

A group of uniquely talented individuals that go beyond the norm.

We are thinkers, analyzers, solvers and visionaries.

A brand management, digital media and virtual solutions firm with foremost experience in Real Estate & B2B markets, Singular takes pride in developing visual systems that are unique, memorable and command attention. Curious about the way things work, we are constantly looking for unique ways to engage an audience. Our team understands the way each element connects with the public and are experts in creating memorable experiences that ultimately evolve into tangible results.

Our comprehensive core services contemplate the particular needs that each proyect arrays. From developing a brand afresh to offering the latest industry 4.0 advances in technology like Augmented Reality and VR, Singular can develop a unique strategy that is bespoke to each clients' unique requirements.

We're singular, like you.

#### Portfolio

# Selected Works

- ABC Logística
  International Logistics Operator
  2014 WIP, Estado de México
- DPMX Presenta: UNO
  International Design Symposium
  2012, Monterrey
- Infinite
  3D Printing Material Solutions
  2018 WIP, River Falls, WI
- ALIA
  Real Estate Development
  2014 WIP, Queréraro
  Case Study

NAGASE America
Global Specialty Chemicals Supplier
2017– WIP, New York, NY



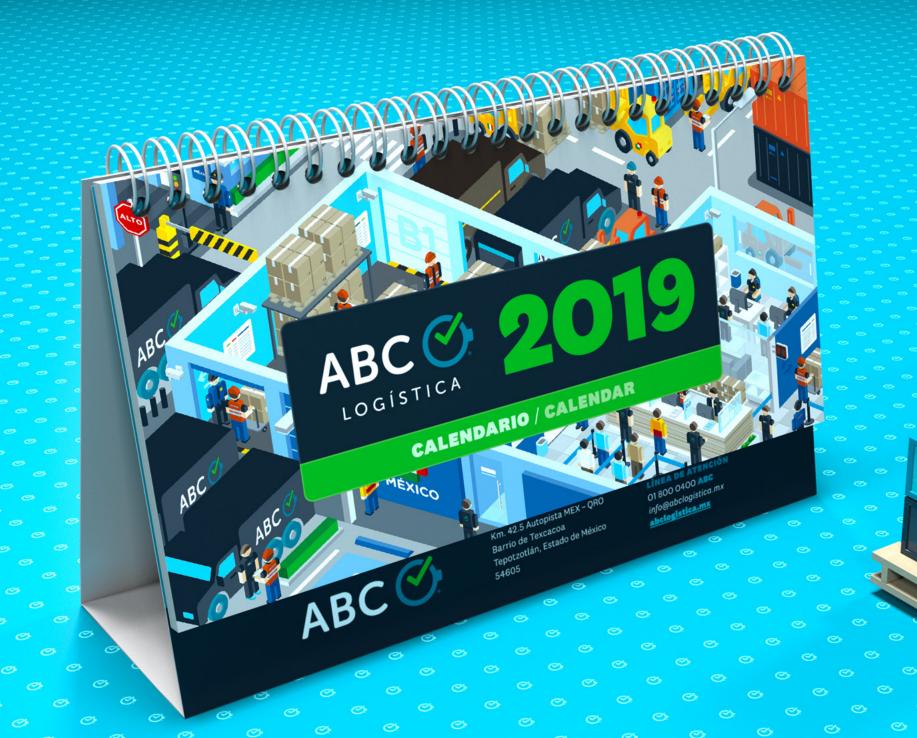






































COATINGS PORTFOLIO

Supplier Product Line Territory

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THE CUSTOMER-CENTERED

SPECIALTY CHEMICAL DISTRIBUTOR

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Suite 175 Itasca, IL 60143

NAGASE Group



Supplier









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**COATINGS PORTFOLIO** FITZ CHEM LLC

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NagaseAmerica.com



COATINGS PORTFOLIO FITZ CHEM LLC



#### **ANAGASE**

# Bringing it all Together.

**Innovative Solutions for Superior Formulations** 

As the leading specialty chemical supplier in Japan, NAGASE provides state-of-the-art, quality materials to the chemicals market globally. In America, we bring together a thorough portfolio of unique products, distributed or manufactured by NAGASE, with in-depth technical expertise to help customers solve complex development challenges.

Looking to advance its vision of becoming a leading national specialty chemical distributor, NAGASE has recently acquired US-specialty chemicals distributor FITZ CHEM LLC. We are bringing NAGASE and FITZ CHEM together to offer unparalleled access from one single company to unique technologies, expert support and supply excellence.

> Please fill out the contact form below to download NAGASE's unique material portfolio:

Full Name\* Country\* Company\* Email Address\*

Job Title\* Phone Number\*

Select the businesses / industries that you are involved in\*(check all that apply):

- Adhesives / Sealants
- Architectural Coatings
- Auto / Auto Refinishing Coatings
- Distributor
- Marine Coatings
- Optical Coatings
- Consultants / Academia
- OEM / Industrial Coatings
- Other Coatings
- Raw Materials











### 5 ALIA SKY LIVING Case Study

**ALIA** is a high-rise mixed use development located Centro Sur, an up and coming suburb in the state of Querétaro, Mexico. **Singular** was tasked to develop its brand architecture from the very beginning, starting with establishing its name, brand essence, visual identity and developing printed materials like stationary & brochures and environmental graphic design.

Once the brand was established and proven effective, <u>full brand management</u> is required. A strategy was developed in order to reach potential clients, and a full media plan including BTL, ATL and TTL was created and executed. Today, **ALIA** is one of the most recognizable and successful real estate developments in Querétaro.















01. ALIA SKY LIVING / DEPARTAMENTOS

#### CONOCE TU NUEVO HOGAR.

ALIA SKY LIVING ha sido diseñado teniendo en mente las necesidades de los nuevos habitantes urbanos. Aquellos que tienen claras sus prioridades, que gustan de vivir en sitios agradables, prácticos, con áreas verdes y amenidades que marquen una diferencia.

ALIA es un desarrollo vertical que consta de dos torres y área comercial, con departamentos en cuatro configuraciones diferentes, acorde a distintos estilos de vida.

COMPARTIR f



#### AALIA

#### 01. ALIA SKY LIVING

#### DEPARTAMENTOS

DISPONIBILIDAD AMENIDADES UBICACIÓN VISTAS PANORÁMICAS

02. ALIA PLAZA

3. HABITANTE DE LAS NUBES

A/ FOLUDO

S DDENSA

06. CONTACTO

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#### Alia Sky Living

@aliaskyliving

Home

About

Reviews

Photos

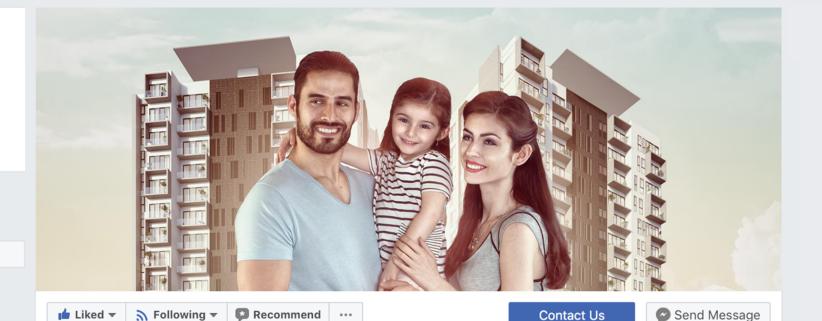
Videos

**Posts** 

Community

**Events** 

Create a Page



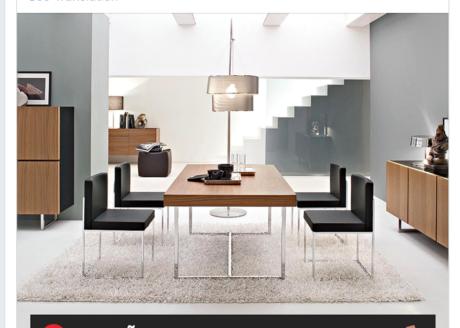
#### **Posts**



NeoCon Shows celebra su 50 aniversario como plataforma líder y evento más importante del diseño comercial. Durante esta edición llevada a cabo del 11 al 13 de Junio en la ciudad de Chicago -, reúne bajo un mismo techo productos y servicios revolucionarios que prometen deslumbrar a sus asistentes.

PREVENTA / Llámanos al (442) 325.2025 / WhatsApp (442) 207.9311 / www.vivealia.mx

See Translation



#### Real Estate in Queretaro

4.8 ★★★★ Open Now



Very responsive to messages

#### Community

See All

Ro Barranco and 10 other friends like this or have checked in

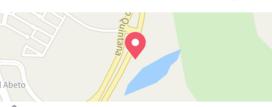


**Invite Friends** 

- 8,509 people like this
- 8,514 people follow this

#### About

See All



Bernardo Quintana Sur 9691, Centro Sur (353.49 mi) Queretaro 76090

**Get Directions** 

- **©** 01 442 325 2025
- Typically replies within minutes

#### **ALIA SKY LIVING Digital Media Management**



#### **Channels:**

Facebook, Twitter, Instagram, Google Display, Adwords, Waze, Zendesk, eBlasts, newsletter.



#### **Followers:**

Facebook: 11.8K, Instagram: 2.1K (Mar 2020)



#### **Monthly engagement:** (Average)

Facebook: 17%, Instagram: 10%



#### Leads:

+900 leads gathered via Facebook ads, Google Adwords & Display ads, eBlast campaign and **Zendesk** interactions. (Jan 2017 - Mar 2020)



#### **Promotions and giveaways:**

Successful promotions on social media platforms help incentive user participation.



#### **Networking:**

Interactions with top-tier brands and Influencer campaigns solidify brand positioning, widen network and help with lead conversion.



#### **Investment:**

Development of investment strategy for diverse digital media platforms, including Waze, Google Display, AdWords and Facebook.





