



ADVERTISING
BRANDING
MARKETING

NEW YORK
477 Madison Ave
New York, NY 10022
212-677-2500

PHILADELPHIA
1700 Market Street
Philadelphia, PA 19103
215-365-4040

SKYAD.COM

MARKETING SERVICES OVERVIEW

July 26, 2021



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Sky Advertising is a full service 32-year-old advertising/marketing firm headquartered in Manhattan with a satellite office in Philadelphia. Founded in 1989, Sky was built on the sound principles of offering its clients outstanding creative and all-encompassing multi-channel media strategies coupled with a high level of personalized customer service. From day one, the focus of the agency and its overriding philosophy has been on doing what is best for its clients.

Today Sky provides excellence in real estate, recruitment and consumer marketing to companies from the Fortune 500 to smaller non-profits. Below is a list of principals and team members who are part of the Real Estate team for Sotheby's International Realty.

SKY TEAM

Principals:

Bill Steely, President and CEO

Bill believes there's only one way to treat clients: with a high level of attention and a strong sense of urgency. He's involved in most aspects of creative development at Sky, from conceiving ideas to presenting dynamic campaigns that use just the right mix of interactive and traditional marketing tools. A longstanding member of two primary communications trade groups, he lectures and blogs on various advertising topics including emerging media. Bill's Bachelor of Science degree in Advertising is from Syracuse University's Newhouse School of Public Communications.

Janine Jones, Executive Vice President

A veteran of the agency since 1991, Janine assumes a high level roll in managing and understanding the general trends in marketing as well as specifically what is happening with luxury real estate.. Her No. 1 priority is being accessible to clients, whether developing a customized marketing program or explaining new media options and programs. Janine graduated magna cum laude from New York University.

Day to Day Team:

Sky Advertising employs an account management team to handle all aspects of service, from creative design and execution and marketing and media strategy to day to day interactions.

Michael Tedesco, Executive Vice President/Chief Operating Officer

Mike is a veteran of several ad agencies dating back to his start in the industry in 1982. Mike works with several marketing, real estate and recruitment accounts with the goal to grow their sales or talent acquisition strategies and burnish their brands. A jack of all trades, he handles account management, creative direction, sales, and operations. Mike earned his Bachelor of Arts degree in Journalism from Temple University.

Paula Davidson, Senior Account Manager

With over 18 years' experience in account service, Paula is an integral part of helping clients implement their advertising strategies. Paula specializes in finding the best options to meet her real estate clients' print and online advertising needs. Her responsibilities include collaborating with clients, scheduling production, and generating and placing ads. She earned her bachelor's in business management from Baruch College.

Giovanni Escot, Senior Interactive Art Director

Gio designs many of Sky's largest and most visible creative campaigns including many with interactive components such as web design and digital marketing. His experience in advertising and marketing includes two years at the BBDO ad agency in Guatemala City. Gio earned his Bachelor's degree in Systems Engineering from Mariano Galvez University and his Master's degree in Graphic Design from Rafael Landivar University.

Jimmy Cintron, Account Executive

Jimmy manages a staff that provides client services including print and digital advertising, branding, and marketing. He also personally oversees national flagship accounts and local accounts. Formerly in the Merchant Marine, he is a graduate of the State University of New York Maritime College.

Sara Heleni, Account Executive

With over 17 years' experience in account service, Sara is an integral part of the Real Estate team. Sara specializes in finding the best options to meet her clients' online advertising needs. Her responsibilities include collaborating with clients, scheduling production, and generating and placing ads. She earned her bachelor's in English at Hunter College.



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SKY SOTHEBY'S PARTNERSHIP

Sotheby's International Realty

Sotheby's partnered with Sky Advertising to develop a portfolio of media options. The program is designed to reach an affluent audience while showcasing the brand's exclusive properties. Sky's work can be seen in lavish luxury magazines, newspapers and on online channels that cater to the high-end market. Sky develops custom campaigns to target the luxury buyer and is able to offer exclusive pricing to the Sotheby's International Realty offices across the globe.



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SERVICES

Sky Advertising has extensive experience in market research, creative branding, corporate identity, multi-channel marketing strategies and website development.

Media Placement Print

Media Placement Digital

Media Planning

Creative Services

Website Design

Social Media Advertising

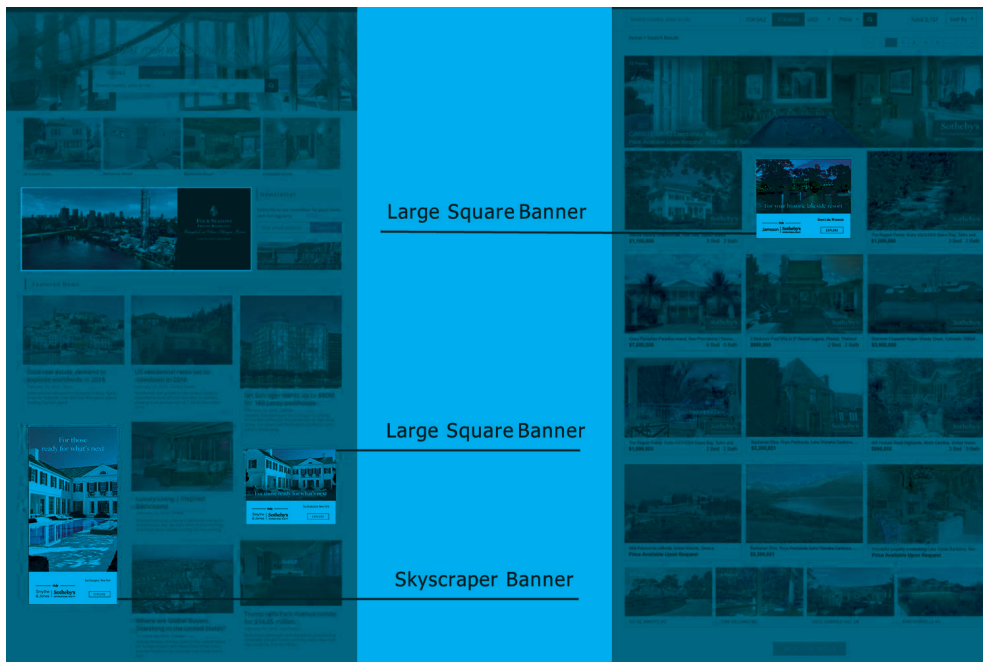
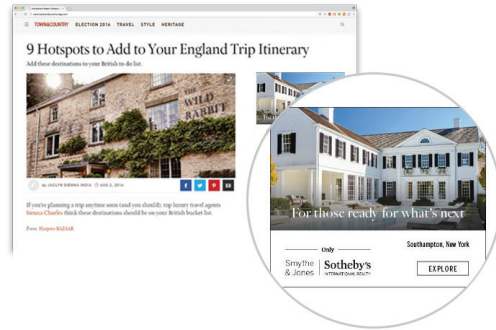
Email Marketing

Search Engine Optimization

Custom Digital Campaigns

Google AdWords

Direct Mail





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CUSTOM STRATEGY

Custom Media Plans

Sky develops custom media plans for offices, developments and individual properties based on:

- Property type
- Location
- Feeder Markets
- Budget
- Preferred Media
- Timeline

Partner Offer
Exclusive New Property

The Sotheby's International Realty network is pleased to provide Preferred clients with access to some of the world's finest properties

[LEARN MORE](#)





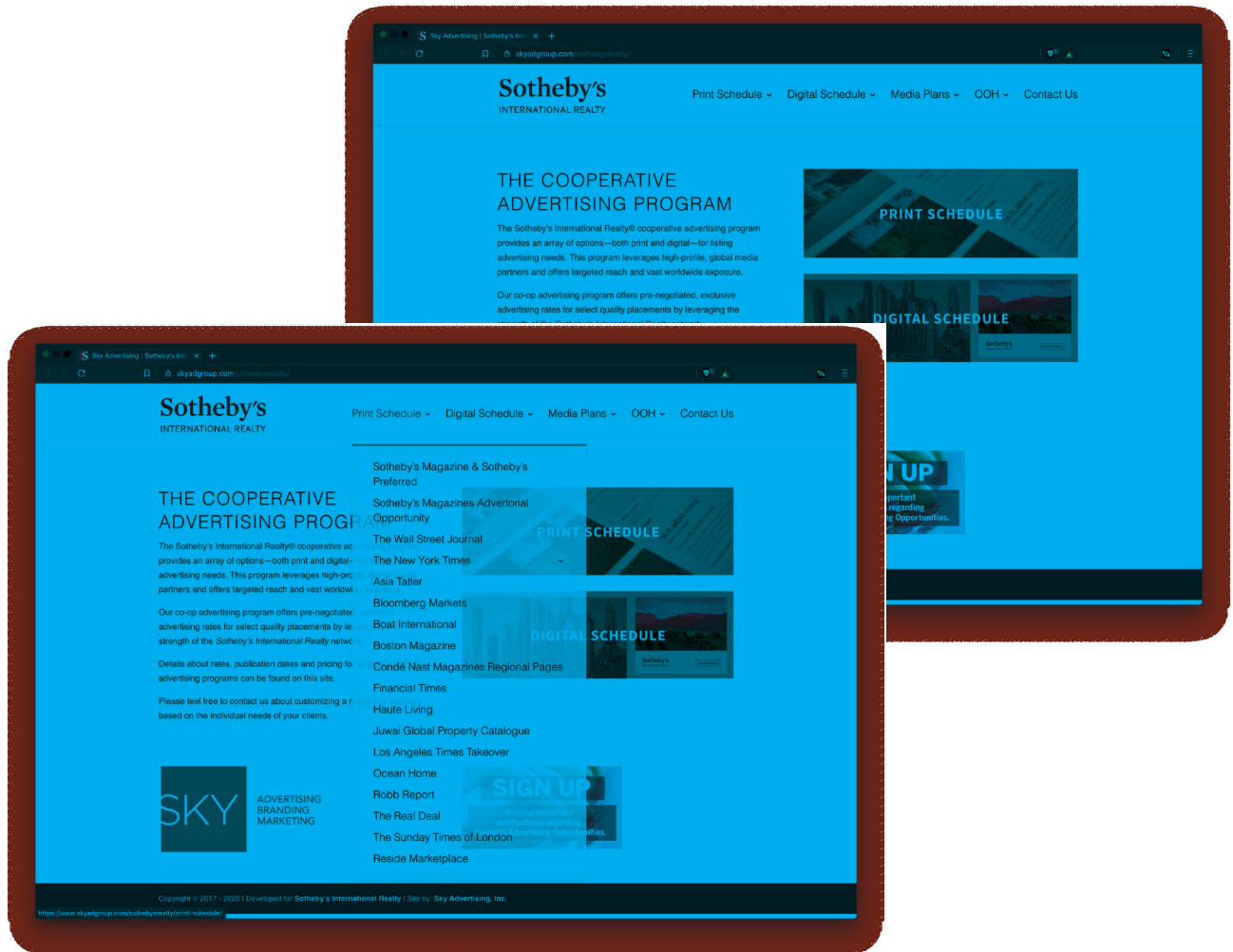
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RESOURCES

Sotheby’s Sky Online Portal: <https://www.skyadgroup.com/sothebysrealty/>

- Library of Media Resources: Access to multiple print and digital media options including demographic data and pricing
- Online Reservations: Ability to reserve space online at anytime
- Ad Submissions Templates: All ad materials can be submitted online through an easy form.
- Custom Media Plan Forms: Submit a request online for a custom media plan.





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LET'S DO
GREAT THINGS TOGETHER

JANINE JONES
Executive Vice President
212.677.2714
janine@skyad.com

PAULA DAVIDSON
Senior Account Executive
212.677.2671
paula@skyad.com

SARA HELENI
Account Executive
212.674.2402
sara@skyad.com

JIMMY CINTRÓN
Account Executive
212.677.0083
jimmy@skyad.com