

## **Optic Blaze secures yet another prime beachfront development campaign**

Optic Blaze has been commissioned to handle the launch and marketing/advertising campaign of Cape Sands, an upmarket residential beachfront development situated in the Strand. The launch will take place on the 27 October 2003.

Approximately 3 months ago Optic Blaze launched Atlantica, another upmarket residential complex also on the Strand beachfront. On the day of the launch more than 80% of the units were reserved and during the following 14 days 27 of the 33 units were sold. With a price tag bordering on R15 000.00 per square meter the development was sure setting a trend in the popular beachfront area.

Optic Blaze uses innovative multimedia presentations, which incorporates 3D modelling to capture the hearts and minds of guests. This combined with property marketing expertise and traditional media vehicles ensures that Optic Blaze remains on the forefront within this particular niche market.

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