



# Case Study

ASHFORD



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## Challenge

Ashford Inc. (NYSE American: AINC) is an alternative asset manager headquartered in Dallas, TX. With a focus on hotel properties, Ashford invests in and manages more than 100 commercial real estate assets across multiple platforms, and a portfolio of strategic operating businesses that provide services to the real estate industry. Ashford's principals have a long track record of success and years of experience investing in and operating real estate.

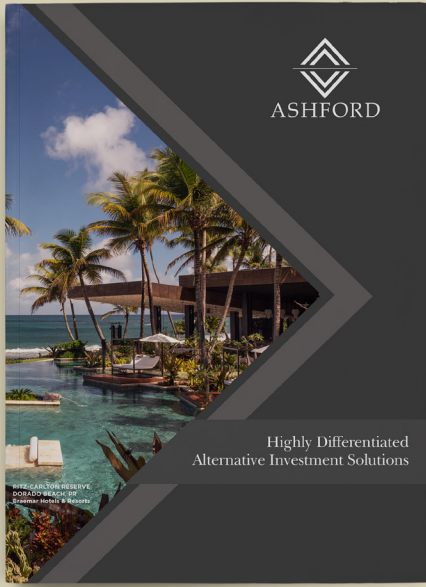
Embarking on a transformative journey, Ashford faced challenges in the competitive alternative investments industry. Despite having materials for their offerings, the absence of a clear design hierarchy and concise and compelling content hindered effective storytelling. Seeking cohesion, Ashford aimed to unify their funds under a consistent design and messaging approach.

## Solution

Through strategic enhancements, we successfully revamped their materials, achieved a cohesive design, and positioned them more competitively, ultimately elevating their narrative and impact in the industry.

## Impact

The carefully crafted marketing content and design coherence have not only allowed Ashford to more easily initiate sales conversations with advisors but have also allowed them to focus their efforts more strategically. As a result, Ashford has seen a tangible increase in efficiency, allowing them the time and resources to generate additional materials that play a pivotal role in reinforcing their expertise within the commercial real estate arena.



The commitment of your team to delivering results and cultivating positive relationships has been transformative. This dedication has allowed us to produce elevated materials that engage advisors in sales conversations, operate within tight timelines, and allocate more time for our team to concentrate their efforts where they yield the best results.

Carly Hoeler  
**SENIOR VICE PRESIDENT, HEAD OF BUSINESS DEVELOPMENT | ASHFORD**





Marketing Intent is a sales-focused marketing agency specializing in the alternative investments industry. We have decades of experience helping asset managers explain their investment offerings to financial advisors and investors with clear messaging and compelling design. We deliver strategy, copywriting, design, branding, website design and development, print and digital marketing.

**MARKETING INTENT**

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