## the CREATIVE VOICE

ISSUE NO. 3

## YOUNG ARTISTS AT WORK



From Radiant Red to Sea Glass



Check out the video we created to help promote Axalta Coating Systems' 2020 Automotive Color of the Year, Sea Glass a color that sets the trend as a fresh new color for all vehicle types. We always enjoy getting creative with Axalta!



## Elegance, Redefined

If you haven't been to the beautifully renovated DoubleTree by Hilton Bloomfield Hills Detroit, it's truly something to behold. We set out to develop a new website that reflected the stunning ambience found throughout the property, including guest rooms, event spaces and the courtyard. We designed the site, generated content and incorporated functionality elements to capitalize on SEO opportunities and streamline booking conversions.

VIEW THE NEW SITE!



www.premiercg.com