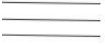


[View this email in your browser](#)

January 2021

# the MADISON MELLE agency.



A lifestyle consultancy creating and operating one of a kind hospitality, real estate,  
media & technology brands — inspiring clients across the globe.

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## A Moment of Gratitude

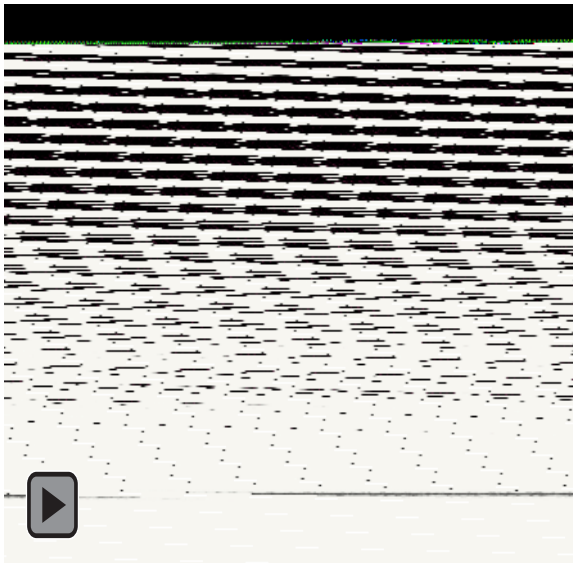
As we look back on 2020, The Madison Melle Agency is grateful for the opportunity to support clientele in some of their proudest achievements. To our clients, colleagues, and friends: thank you for partnering with us. As we embark on 2021, we're delighted to share our expertise as a multi-disciplined creative studio with robust services in marketing, branding, design, website & app development, technology, sales and revenue strategies.

We proudly share some of our creative accolades from the past year with the launch of our Behance portfolio. We hope you're as inspired in 2021 as we are, by the work we do together. xo

[View Portfolio Selects](#)

# Behance

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## Psychology & The Good Life

"We could all use a huge dose of happiness right about now." - Jack Kelley, Forbes

In 2021 we should expect some of the highest highs, yet be ready for lows that may come and go. In this recent Forbes article, Yale Psychology Professor, Laurie Santos, examines how to achieve balance & a positive mindset for the year ahead.

[How to Be Happy in 2021 >>](#)

Photo courtesy of @silviamarchetti

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## Let There Be Light

Portable. Eccentric. Design Forward.

Lighting makes all the difference in spirit and mood, whether in your home, your office or any space in-between. Check out these portable lighting innovations to add a little spark to your life.

[Take Me With You  
Wallpaper\\* >>](#)

Photo courtesy of @wallpapermag



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## Jeff is Nimble. Jeff is Quick.

"The most important factor for nimbleness is decision-making speed."  
- Jeff Bezos

Experiment. Innovate. Empower. In an age where business is constantly evolving at a rapid pace, we must look ahead - and around - to transform successfully and outshine the competition. Why not learn from some of the best?

[Amazon vs. Competition  
Harvard Business Review >>](#)

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## Greening The Concrete Jungle

The age of sustainability and climate change is now. With New York City mandates in place to reduce gas emissions by forty percent in 2030, developers are searching for new ways to retrofit and adapt buildings. Seems overwhelming - but don't fret. This Brooklyn project provides a helpful blueprint.

Did someone say copycat?

[Bushwick Retrofit >>](#)

Photo courtesy of @dwell





## It Takes A Community

"Community building offers people an authentic sense of connection with your brand." - Hustle Trend Report

Without a community, a brand can be reduced to nothing. Where to start? Meet the 5 'M's.

1. Mission
2. Members
3. Medium
4. Metrics
5. Messaging

Lifestyle brands like Patagonia, Evernote & others come together to establish this 5 part framework for building a cohesive brand identity - with customer first messaging. Let's do this.

[Meet The 5 M's >>](#)

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## Don't Touch This

By now, it's likely agreed that contactless technology solutions are critical to a frictionless customer experience. With an influx of new solutions and product enhancements hitting the hospitality industry - to say choosing a platform is confusing would be an understatement.

Read up on what matters most about contactless solutions in this Skift x Zingle 2021 Contactless Technology Report.

[Read The Report >>](#)





## CommonPass

### SPOTLIGHT

A Passport - for your health and wellbeing.

Enter: CommonPass

The Commons Project has partnered with the World Economic Forum to build and launch CommonPass and the Common Trust Framework to help get the world moving again. A travel health app, CommonPass intends to satisfy country entry requirements while protecting health data privacy. CommonPass is soon to be available in the Apple App Store & Google Play Store.

[About CommonPass >>](#)

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