

Mascola B2B Marketing (M//G B2B) Wins Silver W3 Award for Real Estate Website Development

NEW HAVEN, October 2, 2015 – Mascola B2B Marketing (M//G B2B), a leading B2B marketing firm, has won a Silver W3 Award in the Real Estate Website category for the new Northeast Gateway Industrial Park website (www.northeastgatewaypark.com) it created.

The W3 Awards “honors creative excellence on the web, and recognizes the creative and marketing professionals behind award winning sites, videos and marketing programs. Awarded annually, The W3 is sanctioned and judged by the Academy of Interactive and Visual Arts, an invitation-only body consisting of top-tier professionals from a ‘Who’s Who’ of acclaimed media, interactive, advertising, and marketing firms.”

“We’re both excited and honored to have won a W3 Award for the Northeast Gateway Park website,” said Vin DiGioia, Interactive Specialist at Mascola. “The project gave us the opportunity to develop a very strong real estate website that highlighted all of the unique features about the property and its location. The site brings all the pieces together, showcasing the parcel itself and the tremendous opportunity that exists there for companies for a large space where they can expand their business. We are very happy with how the project turned out.”

M//G B2B Marketing launched the Northeast Gateway Park website in January 2015. The website, complete with a project video, showcases a single parcel owned by Rabina Properties, a privately-held owner, developer and manager of more than 12 million square feet of retail, residential, office and technology real estate. The property itself, the largest shovel-ready industrial-commercial site available in the Northeast United States, is a 165-acre site in North Haven, CT. Located just two turns off Interstate 91 – 2 hours from New York and 2 hours from Boston, and less than 15 minutes from the I-95 Exchange – it is considered one of the most unique real estate opportunities in the densely populated Northeast corridor of the United States.

About M//G B2B

Based in New Haven, CT, M//G B2B is the business-to-business marketing arm of Mascola Group (www.mascolagroup.com), a strategic marketing firm that helps brands and businesses grow and thrive. Working closely with clients, they find the right combination of digital and traditional advertising, web development, public relations, creative thinking, and media planning to “move the needle.” For more information, visit <https://www.mgb2b.com>.