



Ignited Creates El Camp, a Co-Working Environment Dedicated to the Marketing Sector

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Advertising agency Ignited extended its brand presence with the design and development of El Camp, a one-of-a-kind co-working community located in El Segundo, Calif. Dedicated to a single industry sector—companies in the marketing profession—the facility has a distinct summer camp vibe, from the picnic table-like workstations to the outdoor barbeque and fireplaces.

Represented by Savills Studley Corporate Managing Director Robert Cavaiola, Ignited leased a 55,000-square-foot former aerospace manufacturing facility at 2150 Park Place. The converted creative project, which is across the street from the agency’s previous location, has been extensively renovated and features an expansive indoor/outdoor area, high ceilings, excellent parking and is walking distance to local amenities.

“We’ve worked with Robert for a decade, this is the third transaction we’ve done together, and he truly understands our culture, sensibility and values,” said Bill Rosenthal, COO of Ignited. “This opportunity caused us to fundamentally rethink our business model, with a focus on creating something future forward.”

The result is El Camp, “A Creative Community Built by the Power of Curiosity,” that houses Ignited’s Los Angeles offices as well as more than 20 companies within the marketing profession. “Our vision was to curate a mix of complementary organizations and services, with the overall goal of working together to help each other and our clients prosper,” explained Eric Johnson, President of Ignited.

He added, “We thought a lot about what type of environment we wanted to invent and asked ourselves, ‘When have we felt really alive, most creative and truly connected to those around us?’ Our answer: summer camp.”

El Camp has been designed to evoke that warm, embracing feeling, with walls and floors in earth tones, furniture made from reclaimed wood instead of metal, and shade trees and fire pits in the outdoor spaces. The summer-camp atmosphere encourages Ignited and its tenants – known as “campers” – to share ideas and experiences, across teams and with other businesses, in a truly collaborative environment.

The concept has proved so successful that after less than one year, El Camp is nearly 100% occupied.

Current campers, representing companies at the intersection of marketing, media and technology, include:

- AdGram
- AGSX
- All Day Media
- ChoiceStream
- Cujo
- Digital Artist Management
- Fury
- GreenBird Energy
- Hopscotch
- Human Element
- Impact XM
- Operatives
- Ping Things
- Pipeline Marketing
- PLDT
- Positive Coaching Alliance
- Precision Dynamics International
- RainMaker Solutions
- Socialtyze
- SportUp
- Summerjax
- Timeshift Media
- Tu Visión Canal/IMC
- Visual Icon

There is no physical separation between companies and the space is very flexible, with the ability to easily add or subtract people and desks. Other onsite

amenities include production and recording studios, in-house edit bays, and a library hideaway.

“It has truly been a pleasure to be part of Ignited’s ongoing success and to work with the agency’s principals to realize their vision,” said Savills Studley’s Cavaiola. “El Segundo continues to thrive as a nexus for creative companies, with competitive real estate costs, tax benefits, amenity-rich environments and accessible public transportation. It is becoming a hub for a rapidly growing ecosystem, particularly as compared with the oversaturated Santa Monica, Venice and Playa Vista submarkets. Ignited and El Camp are representative of all that is exciting about this community.”

About Ignited

Ignited is an independent advertising agency, founded in 1999, that works with brands seeking to transform their business through digitally connected marketing. The agency focuses on clients seeking strategy, creative and media services. Ignited is headquartered in its newly created El Camp co-working space in El Segundo, California. El Camp was created to provide a collaborative workspace for marketing service businesses, and has 21 member companies. Ignited clients include Turtle Beach, Trion, Activision, PLDT, U.S. Security & Exchange Commission, On-Lok and Jollibee, among others.

For more information, please visit <http://www.ignitedusa.com>.

About Savills Studley

Savills Studley is the leading commercial real estate services firm specializing in tenant representation. Founded in 1954, the firm pioneered the conflict-free business model of representing only tenants in their commercial real estate transactions. Today, supported by high quality market research and in-depth analysis, Savills Studley provides strategic real estate solutions to organizations across all industries. The firm’s comprehensive commercial real estate platform includes brokerage, project management, capital markets, consulting and corporate services. With 29 offices in the U.S. and Canada, and a heritage of innovation, Savills Studley is well known for tenacious client advocacy and exceptional service.

The firm is part of London-headquartered Savills plc, the premier global real estate service provider with over 30,000 professionals and over 700 locations around the world. Savills plc is listed on the London Stock Exchange (SVS.L).

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