



theprpartnership

SIERRA SUCCESS IN KELLYVILLE

Theprpartnership managed media relations for the launch of Metro Property Development's (Metro) Sierra Residences, a new residential estate featuring 51 boutique homes in Kellyville in Sydney's North-West.

We targeted property and local media titles to gain exposure for the launch and attract buyers.

Sierra Residences achieved coverage in a range of print and online publications including a feature story in Kellyville's local paper *The Hill Shire Times* and on *realestate.com*. The launch even reached an international audience appearing in the *Chinese Domain*.

What worked? Quality images of the project helped hook media, as did the fact the project comprises townhouses catering to the "missing middle" in Sydney.



COMPETITIONS A WINNER FOR WATERWIPES

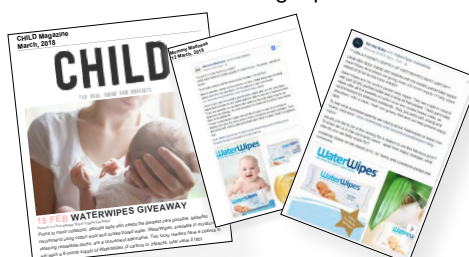
As part of an integrated influencer and media relations campaign, Theprpartnership has been working with Marzena Healthcare Australasia to promote WaterWipes, the most pure baby wipe on the market made with just 99.9% water and a drop of fruit extract.

Theprpartnership has drawn upon its expertise in blogger engagement and social media to establish several successful on-line competitions for the brand. By collaborating with media targeted parents, these on-line giveaway competitions proved to be very popular with some competitions achieving over 3,000 entries.

We have also been actively building strategic partnerships with well-known baby experts. So far, experienced midwife and author Lois Wattis and high-profile lactation consultant

and author Pinky McKay are working with us to promote the brand and WaterWipes are promoted in Calm Birth classes across Australia.

What worked? A multi-layered approach combining social media, traditional media and high-profile ambassadors. While not a new product, WaterWipes has a solid reputation so influencers have been keen to promote the brand based on its existing reputation.



Welcome to theprpartnership's quarterly electronic newsletter, our way of keeping in contact with you and showcasing our recent activities.

Theprpartnership has had a very busy start to 2018 with the launch of several new projects. This issue will highlight our recent work for property clients Metro Property Development, Tipalea Partners and Patrick Leo, as well as lifestyle clients WaterWipes and Henry Blooms.

We hope you find the stories in this issue interesting and always welcome any feedback you may have. If you no longer wish to receive our newsletter, please email karen@prpartnership.com.au

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BUILDING FOLLOWERS ON SOCIALS

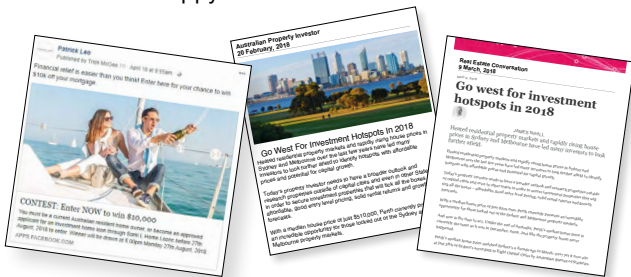
Theprpartnership has been working closely with licensed real estate agency and investment property specialist Patrick Leo with an on-going media relations and social media management campaign.

Social media presence for the agency is constantly increasing with followers growing by 383 per cent in less than a year.

Theprpartnership helped establish and promote Patrick Leo's Facebook competition where one lucky winner will win \$10,000 off their mortgage.

We also recently worked with Patrick Leo's managing director James Nihill to release an opinion piece regarding upcoming investment property 'Hot-spots' in Australia, gaining coverage in Your Investment Property magazine and The Real Estate Conversation.

What worked? Varied social media posts including a combination of photos from events, published articles, blogs and fun light-hearted posts are steadily increasing followers. Published opinion columns add credibility for the agency, as does the inclusion of reviews from its happy clients.



A BLOOMING HEALTHY CAMPAIGN

Theprpartnership has been working with Henry Blooms (formerly Blooms Health Products) to promote its newest range of bio-fermented probiotic drinks. These drinks are 100% Australian made and filled with probiotics to naturally support the body's digestion, immune system, hydration and wellbeing.

Targeting social media influencers and both print and online media, theprpartnership reached out to health and wellbeing titles to form collaborative relationships and promote the drink in a combination of ways. Henry Blooms Bio-fermented drinks will appear in health magazines such as Oxygen and Australian Yoga Journal, as well as feature across platforms of prominent online influencers.

What worked? Providing generous full-sized samples to media and the fact this is an innovative product in a ready-made formula were recipes for success.



ENGAGING THE LOCAL COMMUNITY

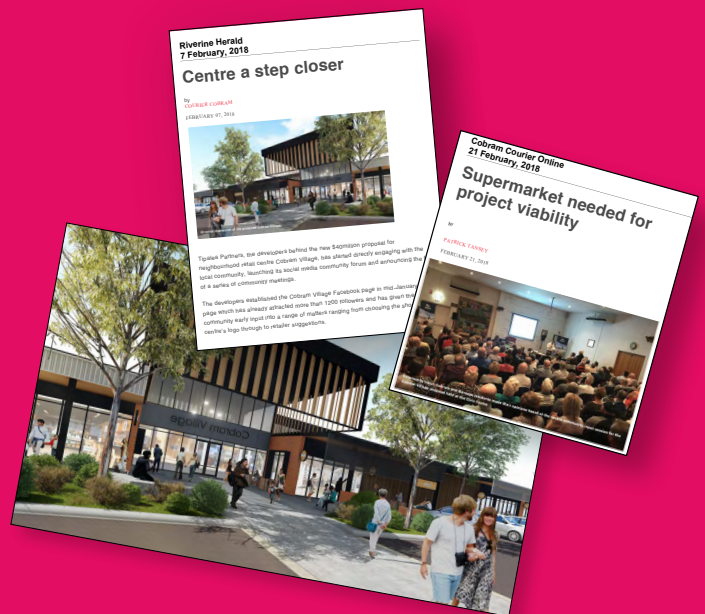
Tipalea Partners appointed Theprpartnership to manage the public relations activity for its proposed \$40 million retail development in regional Victoria, Cobram Village.

Cobram Village is set to deliver many benefits to the community boosting local employment, providing a range of new facilities including a medical centre and introducing supermarket competition and lower prices for everyday shopping.

We helped manage media relations for Tipalea's local community meeting and helped promote the developer's successful Cobram Village Facebook group. This group is designed to keep the community constantly informed and allow the town to have their say on the project.

Tipalea's proposed Cobram Village has appeared frequently in newspapers in Cobram and surrounding areas including The Cobram Courier and Shepparton News.

What worked? Establishing an open connection with local media and providing factual and detailed information in a timely manner. It doesn't matter where your office is based if you get the fundamentals right.



FUN SPOOKY FACT!

In New York it is a legal requirement for a seller to disclose if a property under inspection it believed to be haunted by ghosts.

