



# theprpartnership

## NEW YEAR, NEW CLIENTS

2018 has been off to a busy start with several new clients coming on board – including property and lifestyle/consumer clients.

Crownland Developments has appointed **Theprpartnership** to manage public relations activity for its multiple residential house and land projects in Sydney's south-west known as Leppington Living estates.

**Theprpartnership** has also partnered with medical fitout specialists Wilhelm Integrated Solutions, a growing company offering services in design, project management and installation for Australian healthcare projects. Our role encompasses managing media relations and drafting content for client communications including newsletters.

Marzena BodyCare Australasia has signed up for an integrated influencer and media relations campaign to promote WaterWipes, an all-natural baby wipe product made of 97% water.

**Theprpartnership** will draw upon its expertise in blogger engagement and social media to identify and manage collaborative opportunities for WaterWipes.

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

**Theprpartnership** had a busy end to 2017 with the signing of several new clients Crownland Developments, Wilhelm Integrated Solutions and Water Wipes, and kicking off the festive season with our annual Christmas party.

This issue will also highlight our recent work for property, finance and corporate clients Sphere Developments, Patrick Leo and Vobis Equity Attorneys.

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](mailto:karen@prpartnership.com.au)

## TOP OF THE WORLD IN BLACKTOWN



**Theprpartnership** managed media relations activity for the celebration of a major construction milestone at Sphere Developments' new residential tower in Blacktown, with the 24-level Altitude Topping Out.

Our role included inviting media to attend an on-site event, drafting media materials and speeches and liaising with key external stakeholders and VIP guests including Blacktown City Council.

Coverage was achieved in a range of property and local media titles including The Blacktown Sun and Build Australia.

**What worked?** A strong local news angle with Altitude being the tallest residential tower in Blacktown.

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## WHEN OPINIONS MATTER

Theprpartnership has been working with Vobis Equity Attorneys in an ongoing campaign to increase its profile, working collaboratively on thought leadership and opinion pieces.

These opinion columns have focused on a broad range of topics pertinent to Vobis' client base including tightening credit in the banking sector and global brands creating uncertainty in local markets.

Significant media coverage has been generated from these thought leadership pieces in a range of media including The Sydney Morning Herald, The MP Report, Australian Property Investor, Brisbane Times, The Real Estate Conversation and Inside Retail.

**What worked?** Providing opinion pieces that were timely, controversial and had not been published before.



## KICKING OFF THE FESTIVE SEASON 2017

Theprpartnership celebrated the festive season in style with our clients and business contacts, enjoying delicious food and great company at our Christmas Party at the Museum of Sydney.

It was a fun afternoon and a welcome unwind from another busy year. We look forward to another successful year working with our clients, business partners and friends!



## DELIVERING RESULTS ON-LINE



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

As a result, Facebook following has been boosted by around 172% and more than 20 articles have been published in a range of specialist titles including Australian Property Investor, Your Investment Property, The Real Estate Conversation, Smart Property Investor, Property Observer and Real Estate Talk.

Theprpartnership also drafted content for its new website, including blogs and downloadable e-books.

**What worked?** Developing a broad range of content to post to engage followers including sharing articles, blogs, upcoming events and photos. Using witty posts rather than blatant promotion of services has also led to greater engagement.

Linking content to topical issues also proved successful – with a boosted post about Sydney's train chaos reaching 2,225 people and generating likes 300% greater than Patrick Leo's Facebook followers.

## DID YOU KNOW?

That the Queen owns a Maccas.

The Crown Estate is the landlord of the McDonald's at the Banbury Gateway Shopping Park in Oxfordshire, which means that technically the fast-food restaurant sits on royal land.

The Crown Estate is the public estate of the monarch which is a statutory corporation overseeing the land and other holdings of the sovereign.