

# theprpartnership

## HONESTY IS THE BEST POLICY



Theprpartnership continues to work closely with licensed real estate agency and investment property specialist Patrick Leo to build its profile.

Through extensive media coverage, Patrick Leo's managing director James Nihill has been recognised as a credible and reliable expert within the industry. James' genuine and honest commentary regarding issues such as property investment, Sydney house prices, rental appraisals and the Royal Commission have recently been featured across varied media outlets including July's edition of Your Investment Property magazine and several articles in the Daily Telegraph.

**What worked?** Delivering strong and honest opinion pieces that create publicity opportunities and further Patrick Leo's reputation as a credible team.

## BUILDING BRAND WITH AUTHENTIC AMBASSADORS



Theprpartnership has been drawing upon its expertise to promote leading baby wipe product WaterWipes, made with just 99.9% water and a drop of fruit extract. We have helped WaterWipes increase brand awareness by developing social media content, establishing joint promotions with aligned brands, and partnering up with high-profile ambassadors, influential thought-leaders and health professionals.

Theprpartnership has also secured Australian Paralympian, children's author and Cosmopolitan's Woman of the Year 2017, Jessica Smith as an ambassador for WaterWipes. Jessica's two young children suffer from eczema so her connection with the brand is powerful as WaterWipes are the only wipes she can use on her children's sensitive skin.

**What worked?** Collaborating with high-profile and respected health professionals and celebrities with an authentic connection to the brand to further enhance WaterWipes' profile.

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

Theprpartnership has had a busy few months working alongside clients across a range of industries. We have been continuing to build Patrick Leo's profile as thought leaders, facilitating high-profile collaborations for WaterWipes and helping Blooms launch its latest probiotic drinks range.

Theprpartnership has also achieved widespread coverage for leading contractor Multiplex's latest projects, managed media relations to announce a high-profile lease transaction for Sumner Capital and welcomed on board fit-out expert Amicus as a new client.

We hope you find the stories in this issue interesting and always welcome any feedback you may have. If you no longer wish to

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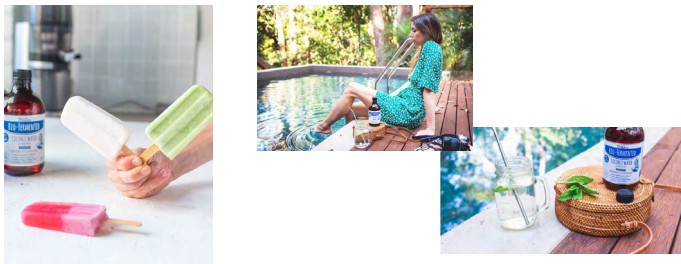
## HEALTHY NEVER TASTED SO GOOD

Theprpartnership and Henry Blooms have continued to work together to promote its new revolutionary probiotic range of bio-fermented drinks.

As a result of Theprpartnership's direct media targeting, the new bio-fermented health drinks have been featured in leading health magazine Oxygen's Holistic Health and Detox issue. This bio-fermented drinks range aligned perfectly with the magazine and the products were recognised as a natural way to boost the body's digestion, immune system and energy levels.

Theprpartnership has also been assisting Blooms in its collaboration with social media health and wellness influencers. Sydney based health guru Fitness in the City has recently featured Henry Blooms' products on her website and Instagram using the 99% sugar free liquids as the base for tasty and easy recipes.

**What worked?** Targeted media and a partnership with a leading health and lifestyle influencer to deliver engaging content.



## SUMNER SECURES U.S. CONSULATE

Theprpartnership also worked with boutique property investment company Sumner Capital to gain media exposure for the new high-profile tenants of its recently refurbished office at 50 Miller Street, North Sydney.

Sumner Capital secured the US Consulate General Sydney as a tenant at its A-grade office tower. The Consulate will relocate its headquarters after 25 years spent at its iconic Martin Place location.

Theprpartnership was responsible for managing media, achieving national coverage in a number of publications including The Australian, The Australian Financial Review, Property Observer and The Australian Property Journal.

**What worked?** Delivering a timely announcement regarding a high-profile CBD tenant.



## WE'RE A PERFECT FIT-(OUT)

Workplace strategy and fit-out expert Amicus has come back on board as a client. Our relationship goes back a long way, with theprpartnership managing public relations activity for Amicus from 2008-2015.

Theprpartnership will be publicising Amicus's recent projects and working with its executives to develop perceptive thought leadership pieces.

## AWARD WINNING INITIATIVE

Theprpartnership continues to manage media profiling for leading global contractor Multiplex and its projects across Victoria and New South Wales.

Widespread coverage has been achieved for Multiplex's latest projects including its appointment to deliver the luxury residential sky rise Queens Place in Melbourne's CBD and what is set to be the tallest building in North Sydney, One Denison.

Most notably, Multiplex was also awarded a highly prestigious Australian Research Council (ARC) Grant by the Australian Research Council. The ARC Grant was received by Multiplex to measure the success of its Connectivity Centres in helping to solve Australia's youth unemployment problem.

Theprpartnership generated extensive media attention from a number of publications including The Australian, The Sydney Morning Herald and online property publications such as Property Observer, AEOL and The Urban Developer.

**What worked?** Producing engaging, informative content with stunning images about Multiplex's projects and activity.



## FUN FACT

**You can purchase an acre of land on the moon for as little as \$40!**