



theprpartnership

CRAVING GREAT MEDIA RESULTS



Independent buyer's agency *Crave Property Advisory* has had an active start to its profiling campaign, with **theprpartnership** securing it a broad range of coverage across specialist and news titles in its first month of activity.

A controversial opinion at the right time boosted the campaign. Our opinion piece on the role of negative gearing in investing caught the attention of *Your Investment Property*, *The MP Report* and the *Real Estate Conversation*. Crave's regular seminars provided a further avenue for publicity with stories published in *Property Observer* and *Mortgage Property Investment*.

A great first month for this new client with five stories achieved.

What worked? A new and controversial opinion at the right time in the lead-up to the Budget announcement and tying the seminar into local property market activity.

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

theprpartnership has had a busy start to 2016 with several new clients committing to campaigns including independent buyer's agency *Crave Property Advisory* and a social media program for Father Chris Riley's *Youth Off The Streets*.

In this issue we highlight these new PR campaigns and also put the spotlight on profiling work for commercial brokers Stamford Capital and Michelle Walker Architects.

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

OPINIONS MATTER

Opinion and foresight also worked for Stamford Capital to secure prominent stories in business and financial media. The group identified that banks were tightening margins and restricting liquidity and that market conditions were pointing toward a potential credit crunch.

theprpartnership drafted an opinion piece and secured coverage in *The Australian Financial Review* supported by a range of stories in secondary media including *Property Observer*.

What worked? A new and insightful opinion backed up with market commentary.



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HOME IS WHERE THE HEART IS

A client's renovation of her own home provided the perfect opportunity to secure her business high-profile coverage in her key target market.

Michelle Walker's renovation of her family home at Balgowlah provided an excellent way to secure her further coverage in both the Northern Beaches and homes media.

So far coverage has appeared in *The Manly Daily* and blogs including *Get in My Home* and *Katrina Chamber Life & Design* – with further magazine coverage anticipated.

What worked? Stunning images and the ability for the architect to talk first-hand about the design and the liveability of it from a family perspective.



PRP SET TO LACE IT UP IN 2016



Father Chris Riley's Youth off the Streets has appointed theprpartnership to manage its social media campaign for #laceitup.

Leveraging the profiles of celebrities and ambassadors in social media, #laceitup encourages young Australians to replace their usual shoe laces with a \$5 pair of bright blue fundraiser laces. Images are shared on social media to raise awareness and much needed funds for homeless youth.

Last year our campaign successfully engaged with up and coming personalities and bloggers with a combined following of 2,503,444 and value of \$58,520.00. In addition to the targets potential reach, the posts received an exceptional level of engagement with 53,297 likes and 743 comments.

DID YOU KNOW?

New homes in Australia are bigger on average than anywhere else in the world at 245 square metres for new freestanding homes and 215 square metres for new homes overall - up around ten per cent in a decade.