



# theprpartnership

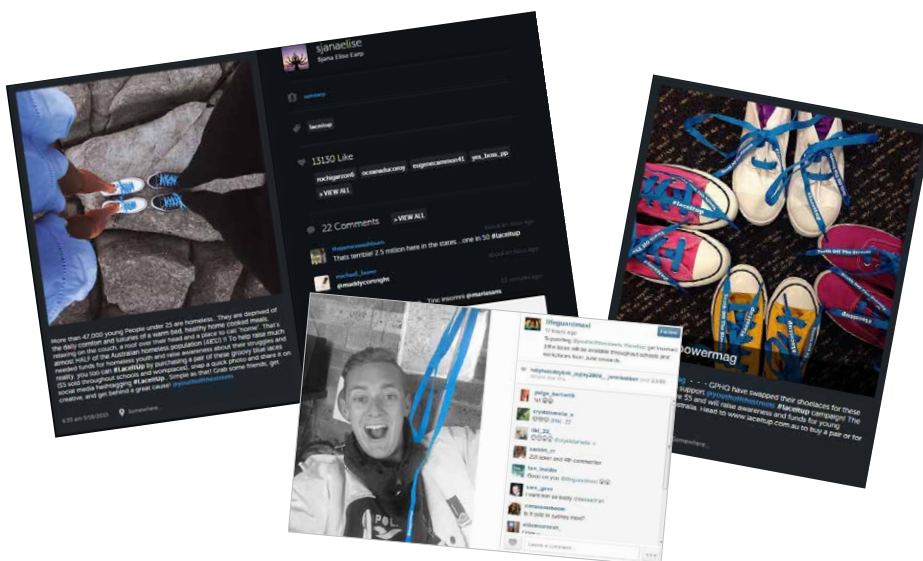
## #LACEITUP TIES UP SOCIAL MEDIA CAMPAIGN

theprpartnership has finished its six month social media campaign for Youth Off The Streets, titled #Laceitup. The campaign aimed to raise funds and awareness to help the 47,000 homeless young people in Australia. It urged people to swap their ordinary shoe laces for the limited edition #Laceitup blue laces, take a creative photo and share it across social media platforms to broaden the awareness of youth homelessness.

theprpartnership was contracted to initiate relationships with high-profile individuals, media publications and community figures to gain their involvement in the #Laceitup campaign through social media and facilitate discussions about the pressing issue of young homeless people in Australia.

The campaign successfully engaged with up and coming personalities and bloggers with a combined following of 2,503,444 and value of \$58,520.00. It generated participation and posted images from several big names in social media including Sjana Elise Earp, Natalie Tran, Jordan Rodrigues and Ada Nicodemou.

In addition to the potential reach, the posts received an exceptional level of engagement with 53,297 likes and 743 comments. theprpartnership also generated nine traditional media stories that appeared in seven newspaper articles and two national magazines (print and online), including significant corporate exposure in *The Australian Financial Review*. This created a combined value of \$264,924.25.



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

Two new team members have just been welcomed to theprpartnership, and this month we've been busy assisting in the creation of websites for several clients through copywriting. In this issue we highlight the importance of social media by showcasing our work with King Street Wharf and its exclusive dinner event, as well as sharing our results with blogger engagement for the Youth Off The Streets #Laceitup campaign.

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)

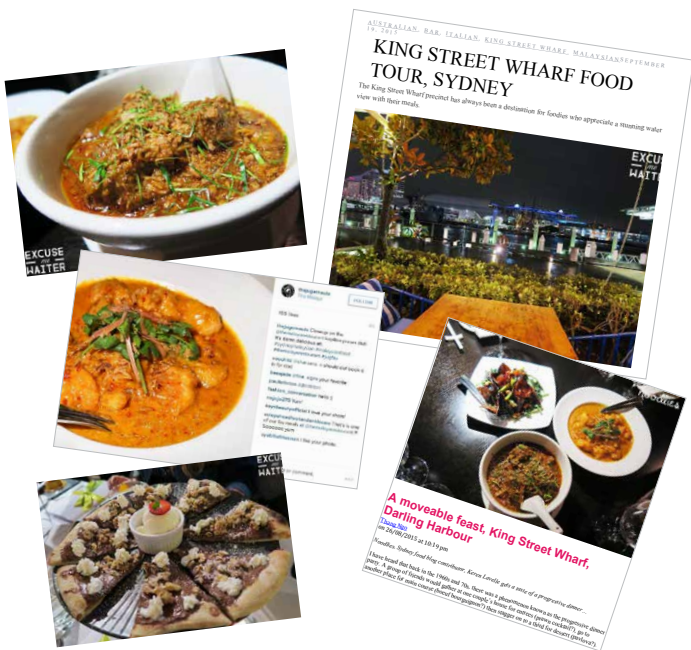
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## ENGAGING SOCIAL MEDIA WITH EVENTS

Last month, King Street Wharf hosted an exclusive progressive dinner through the waterside precinct offering bloggers the opportunity to sample speciality courses showcased by four of its landmark restaurants and bars.

The event allowed bloggers to experience the diversity of King Street Wharf, sampling an assortment of different cuisines and exceptional cocktails, with striking waterfront views.

theprpartnership was responsible for engaging with bloggers and managing the event. As a result of the event, a total of 135,866 social media followers were reached, creating a widespread discussion of King Street Wharf amongst the food blogger community and regular social media users.



## THE PR PARTNERSHIP NEW TEAM MEMBERS



theprpartnership welcomes two new team members — Yolanda Forsyth and Jasmine Nguyen.

Yolanda has recently joined theprpartnership as Account Manager, working across property and lifestyle clients.

A graduate of the Australian National University with majors in International Relations, Political Science and Spanish, Yolanda's career has featured a combination of communications, public relations, marketing and event management skills.

Yolanda previously worked in the United Kingdom at Rockspring Property Investment Managers.

Jasmine has recently joined theprpartnership as Account Coordinator. She is currently studying a Bachelor of Communication (Public Communication) at the University of Technology Sydney, and is majoring in Digital and Social Media.

Jasmine is currently averaging a Distinction across her university studies, and has undertaken several internships to gain a further understanding of PR in different fields. She has had editorial and PR experience in the fashion and beauty sectors, with a special focus on working across various digital and social media platforms.

## GETTING THE COPY RIGHT

theprpartnership recently assisted in the creation of websites for several clients including Northhaven Financial Management, Chancellor Portfolio Services and iSpace Storage. We were involved in translating brand strategy across client websites through copywriting.



## DID YOU KNOW?

**The Empire State Building was originally supposed to be an airship anchor and passenger gate.**

The current 1250 foot top observation deck of the 17-storey spire is enclosed, but in the original plans, it was an outdoor platform where passengers loaded on and off trans-Atlantic dirigibles parked over midtown.

After high winds nearly led to catastrophe, the plan was abandoned.

