



theprpartnership

SKYVIEW BRINGS CITY LIVING TO CASTLE HILL

Toplace has launched Skyview, one of Sydney's biggest high-rise unit projects in Castle Hill. Stage One has a total of 428 apartments and is set to bring the elements of city living to Sydney's north-west.

Theprpartnership managed the media launch of the sales campaign with Colliers International and focused on establishing positive media coverage around Castle Hill as a hot spot for investors with opinion columns appearing in *The Australian Property Investor* and *Real Estate Conversation*.

We secured further stories regarding the launch of the project in publications such as *Domain*, *The Title*, *The Hill Shire Times* and *The Daily Telegraph* with more coverage expected in the coming weeks.



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 couple of months launching the Skyview master-planned community in Castle Hill and signing up several new clients including Blooms Health Products.

This issue will also highlight the work we have been doing for Patrick Leo and introduce our newest team members Trish, Stacey and Sara.

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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STAY FIT AND HEALTHY WITH BLOOMS

Theprpartnership is excited to announce its recent appointment by Blooms Health Products. Blooms is Australia's longest established 100% Australian owned vitamin company and has been providing quality natural health support with its broad range of supplements for over 65 years.

We are currently working on an integrated PR campaign looking at media relations, social media engagement and sponsorship management, with a particular focus on online influencers, bloggers and promoters.

Watch this space for health information and results!



NEW FACES AT PRP

Trish McGee has recently joined Theprpartnership as Account Manager. Trish is a graduate of International Studies from the University of Wollongong, with majors in Global Media & Communication and Italian. With PR experience in the not-for-profit sector, Trish brings a combination of communications, marketing and event management skills to the team.

Two new interns, Stacey and Sara started at Theprpartnership in May. Both are undergraduate students studying Communications at University of Technology Sydney. Stacey's majors are Advertising and Digital and Social Media, whilst Sara is majoring in Journalism and also Digital and Social Media. We are excited to have these two as they bring with them fresh new ideas, especially in the realms of social media marketing.



CASE STUDIES: A RECIPE FOR SUCCESS



Theprpartnership has been working with Patrick Leo for several months, boosting awareness of this licensed real estate agency which assists clients to invest in property.

Patrick Leo helped Virginia and Gordon McDonald of Brisbane retire not just completely debt-free but with a portfolio of residential investment properties. This was a result of sound professional financial advice, planning and management.

Patrick Leo also helped 31 year-old Stephen Moore snap up two investment properties and retirees to save \$6,500 a year in interest.

Theprpartnership created case studies around these stories and secured coverage in *Your Investment Property Magazine* and *Australian Property Investor*.

Case studies are an engaging and relatable way for customers to see the benefits and qualities of the company from the independent perspective of other customers and clients, and not from the company.

We've also been busy managing Patrick Leo's social media, creating engaging content and increasing brand awareness and engagement.

DID YOU KNOW?

In Scotland, home owners paint their front door red when they pay off their mortgage!

