



theprpartnership

FUTURISTIC AI TECHNOLOGY LAUNCHED

Theprpartnership continues its relationship with LeaseInfo, Australia's largest provider of retail leasing data.

LeaseInfo recently launched Accurait®, an advanced digital lease extraction platform set to revolutionise the management of leasing contracts. It is the first in Australia to use artificial intelligence (AI) and machine learning methods as part of the automation process for commercial lease abstraction.

Theprpartnership managed the media launch of the new technology and the innovative software gained an exclusive story in The Australian Financial Review, as well as achieving coverage in a range of publications including Retail Biz, Inside Retail, QSR Retail, FM and ITWire.

What worked? Announcing an innovative "first of" product and targeting a range of specialist property, retail and technology media.



THE TITAN OF ALL CRANES HITS AUSTRALIAN SHORES

Theprpartnership welcomed on board The Titan Group of Companies (Titan) as a new client.

Titan recently introduced one of the world's largest Electric Luffing Tower cranes to Australia, the JASO J780, and theprpartnership was responsible for promoting this milestone to the industry.

As a result of **theprpartnership's** media relations campaign, Titan achieved significant coverage in The Australian and was also featured across targeted industry publications such as AEOL and Cranes & Lifting.

What worked? Striking images of the crane in Darling Harbour with a Sydney CBD backdrop and connecting with targeted industry media.



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 helped LeaseInfo to launch its new innovative digital lease extraction platform set to revolutionise the management of leasing contracts.

New client The Titan Group of Companies (Titan) came on board to introduce the largest electric luffing Crane in Australia.

We have also continued to work closely with leading baby wipe brand WaterWipes and property client Metro Property Development.

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 click the unsubscribe link provided at the bottom of the email.

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BUILDING SOCIAL MEDIA SUCCESS

Theprpartnership continues to work closely with baby wipe brand WaterWipes. We have focused on building WaterWipes social media presence by collaborating with aligned brands, high-profile ambassadors and executing a targeted campaign of competitions.

In September, WaterWipes celebrated all things Dad for Father's Day and theprpartnership helped WaterWipes partner with Melbourne-based non-profit organisation Dads Group Inc to run a successful social media campaign.



Theprpartnership has assisted WaterWipes in achieving success in many other online cross-promotions, allowing the brand to build its audience and consumer base.

Jessica Smith, former Paralympian and Cosmopolitan Woman of the Year is a leading ambassador for WaterWipes. Jessica has always been an avid user of WaterWipes as her child suffers from eczema and found they were the only wipes suitable for her newborn with sensitive skin and nappy rash.



What worked? An integrated social media strategy that effectively engages with WaterWipes' target audience and working with genuine, authentic ambassadors.

LUXURY LIVING TO THE NINES

Theprpartnership also managed media relations to announce the DA approval and launch of Metro Property Development's (Metro) newest luxury townhouse project, The Nines in Naremburn.

Located in Sydney's Lower North Shore, The Nines is a boutique collection of luxury townhouses. As a result of theprpartnership's campaign, the project gained significant exposure on a range of titles including The Australian, The Australian Financial Review, The North Shore Times, and specialist titles such as Australian Property Journal and Property Observer. It even reached an international audience appearing in Chinese Domain.

What worked? Quality images of the project helped hook media, as did the fact the project comprises townhouses catering to the "missing middle" in Sydney's Lower North Shore.



Townhouse development ticked

DEVELOPMENT: David Devine's Metro Property Development will push ahead with a luxury townhouse project in Sydney's Naremburn after gaining development approval from the local council.

Metro bought the 1320sq m site at Willoughby Road in 2017 and plans to build nine townhouses with prices starting from \$2.5 million.

The townhouses and design: A+ Design Group levels with large intelligent design parking and priv. Metro Proper said population & demographic ch. lifestyle trends c drive demand for variety of housin "We are excit

the 'missing middle' with The Nines," Mr Leahy said.

The townhouses will be launched this month through marketing agents Ray White Projects Lower North Shore.

Elsewhere in NSW, Metro Property, which is best known for apartments in the Brisbane CBD and city fringe, recently launched Sierra Residences in Kellyville in

The Nines ready to rumble

MORE development is on the way on the north shore, with a new project to be launched next week in Naremburn.

The Nines is a boutique project by Metro Property Development, and will comprise nine three-storey, three-bedroom terraces. Ray White Lower North Shore's Tim Abbott expects the development to be a hit with professional couples

and downsizing owner-occupiers looking for low-maintenance living.

The Nines will be developed on a site at 155 Willoughby Rd, a short walk from Crows Nest and St Leonards. Prices for the terraces start at \$2.625 million. The development is due to be completed by the end of next year. A pre-launch information launch event will be held on October 11.