



theprpartnership

DEVELOPER DEFIES DOWNTURN

While most of the off-the-plan sales market ground to a halt when COVID-19 hit in March, some developers could quickly pivot to a complete digital solution without missing a beat.

In an industry first, tech-savvy developer Multipart Property undertook a complete virtual launch of its \$120 million Bowline luxury waterside development in Wickham, Newcastle. The results were impressive by any standards, with seven apartment sales within the first week including a \$1.5 million penthouse.

Bowline was launched using Immex, a new virtual display suite platform giving potential buyers complete unrestricted access to a 3D model and the ability to shortlist favourite apartments and correspond directly with agents as well as inspect individual apartment floor plans, finishes and view corridors.

Theprpartnership was responsible for developing and implementing a media relations campaign to support the virtual launch and generated significant media coverage for the project in a broad range of media including Channel 7 News and feature stories within The Daily Telegraph, news.com.au, Domain and Newcastle Herald.

What worked? An innovative story about technology coupled with excessive media appetite for stories related to COVID-19.



Welcome to Theprpartnership's electronic newsletter, our way of keeping in contact and showcasing our recent activities.

There's no denying that 2020 is a year we'll never forget. Theprpartnership started the year surrounded by boxes moving into our new Martin Place office - and then it was time to pivot along with every other business to quickly adapt to WFH and a whole new world of technology fails and video calls.

It's been a time to re-think strategy and we've helped clients across a range of industries maintain momentum with innovative digital initiatives and online campaigns.

From launching brand-new apartments using virtual display suites to thought leadership pieces on the impacts of COVID-19 and coordinating specialist webinars, we have partnered with our clients to help them thrive during the pandemic.

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.

theprpartnership

BUILDING BRAND LOYALTY

“Tough times don’t last, but tough people do”. Our real estate agent client Patrick Leo has embraced this mantra and has managed to build loyalty during tough times with a generous initiative to its investor clients.

Despite being in a sector that was hit hard by COVID-19, Patrick Leo surprised its landlords in regional Victoria with a \$20 credit to all rental accounts accompanied by an email telling property owners to enjoy a few drinks or meal on Patrick Leo.

The response was phenomenal – with many owners happily taking photos of their pizza boxes and bottles of wine and thanking the agency.

Patrick Leo has remained a leading voice in the market, providing honest and authentic commentary at a time when many others shrink away, feeling there is nothing positive to say.

We continue to provide public relations and marketing services to Patrick Leo and have generated regular monthly exposure of thought leadership pieces in titles including Australian Property Investor.

What worked? Authenticity combined with market knowledge has secured on-going publicity opportunities for Patrick Leo. The elements of generosity and surprise both delighted clients and created additional brand loyalty.



MULTIPLEX PROJECTS SOAR SKY-HIGH

Premier construction company Multiplex has continued to hit some major milestones throughout 2020, from ‘Topping Out’ Melbourne high-rise towers to commencing work on one of NSW’s leading health precincts in Sydney’s south-west. Theprpartnership has continued to manage media activity for the construction giant and its projects.

Located in the centre of Melbourne’s CBD, Multiplex ‘Topped Out’ the 58-level residential sky-rise Melbourne Grand project. Set to house 646 apartments, the project lives up to its name and now stands some 200 metres above street level.

Theprpartnership generated extensive media exposure from a number of publications including The Urban Developer, Build Australia and Better Building Daily.

Multiplex has also been appointed to deliver Stage Two early works for the new Liverpool Health and Academic Precinct, the \$740 million redevelopment of the Liverpool Hospital. The commencement of these works marks the start of the hospital’s transformation into a world-class medical hub.



Theprpartnership managed media relations around this appointment and achieved coverage in leading newspapers such as The Sydney Morning Herald and Melbourne’s The Age, as well as other targeted construction publications such as The World News Network and Australian Property Journal.

What worked? Striking images of high-profile projects combined with detailed technical information and leveraging our established relationships with property and construction media targets.



LIVING IN A DIGITAL WORLD

Focusing on a digital-heavy approach has been paramount in executing client campaigns and achieving results during the pandemic. We’ve moved to establish some new online and digital initiatives for our clients, including Sydney-based development group Civic Properties’ and leading baby wipe brand WaterWipes.

Theprpartnership has been managing Sydney-based developer Civic Properties’ social media platforms as it unveils its brand-new planned community ‘The Hills Village’ in Seven Hills. By creating relevant and engaging content about the project and promoting community information and local businesses, we have helped keep Civic Properties’ stakeholders informed and engaged.

Under Theprpartnership’s management, Civic Properties’ social platforms have averaged a weekly increased following of 10% and an increased post engagement of almost 75%.

Theprpartnership has also helped WaterWipes shift to a more digital-focused communications campaign and solidify the brand as a trusted and informative online resource for parents isolated at home.

We’ve introduced brand ambassadors and leading healthcare professionals to WaterWipes online platforms – effectively delivering specialist expertise to parents at home with leading baby expert and lactation consultant Pinky McKay and high-profile paediatrician Dr. Howard Chilton (affectionally known as ‘Baby Doc’).

Through recurring Instagram and Facebook ‘Live’ seminars, these healthcare professionals share knowledge and engage directly with WaterWipes’ followers with questions answered in real time.

Bringing content from brand ambassadors and spokespeople into an online realm has proven to be successful with the ‘Live’ seminars exceeding 4,500 views and reaching over 11,000 users.

What worked? Establishing new online initiatives has helped clients to build engagement and connect with audiences in a new way, helping brands to remain relevant, top of mind and create stronger relationships with stakeholders.



FUN FACT!

You can major in ‘wine’ at Cornell University. Technically it’s a degree in “Viticulture and Enology” a.k.a. the cultivation of grapes and the science of winemaking (but after lockdown, I’m sure we could all qualify for the course!).

