



theprpartnership

WATERWIPES GETS REAL ABOUT PARENTHOOD

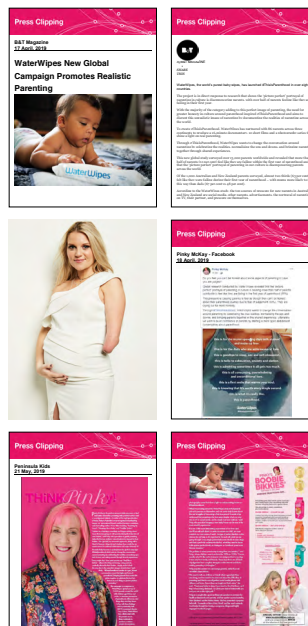
Theprpartnership has continued to work closely with leading baby wipe brand WaterWipes with the launch of #ThisIsParenthood, a new global campaign that deals with true new parent experiences.

WaterWipes conducted a global survey that revealed a disconnect between real parenting and its portrayal in advertising and on social media. From these findings, the brand collaborated with BAFTA nominated director Lucy Cohen to create an intimate film series aiming to break taboos and normalise honest conversations around parenting.

Theprpartnership connected with baby/parenting publications and collaborated with brands, personalities and groups with large social media followings and influence in the sector.

Theprpartnership also brought on board high-profile Australian parenting personalities; best-selling author and lactation consultant Pinky McKay, and Paralympian and motivational speaker Jessica Smith, as spokespersons for #ThisIsParenthood. These highly respected WaterWipes ambassadors helped build awareness around the project and gain coverage across a range of media platforms.

What worked? Working with authentic, high-profile parenting personalities to effectively engage with WaterWipes target market and achieve coverage across a broader audience.



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 start to 2019 working alongside clients across a range of industries.

We have continued to work closely with leading baby wipe brand WaterWipes to launch #ThisIsParenthood, a global project highlighting the realities of parenthood.

New client Sundale came on board to launch Platinum on Peach Tree, Macquarie Park's newest residential apartment complex.

Theprpartnership has also achieved widespread coverage for premier contractor Multiplex's latest projects and managed media relations for Stamford Capital's national real estate capital markets survey.

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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LIFE IS PEACHY FOR SUNDALE

New client Sundale, a privately-owned developer, has recently launched the Platinum on Peach Tree residential development - a 15-level apartment tower comprising 116 apartments in Macquarie Park.

Located at 9 Peach Tree Road, it is the only new development in the precinct that offers tranquillity with a quiet parkside location away from the main road.

Theprpartnership was responsible for managing media relations for the launch, achieving national coverage in several print and online publications including The Australian, The Australian Financial Review, The Daily Telegraph and The Urban Developer.

What worked? Quality images of the project helped hook media, as well as the offering of quiet, family style living in a community setting just 20 minutes from Sydney CBD.



SURVEY STATS ADD UP TO MORE EXPOSURE

Leading real estate advisory and investment firm, Stamford Capital, recently conducted its national Real Estate Debt Capital Markets Survey, revealing Australia's new commercial finance trends in the aftermath of Hayne's Royal Commission.

More than 100 active lenders participated in the national survey from major trading banks and non-bank lenders to super funds, foreign banks, private financiers and second-tier trading banks. The annual survey is the second to date and is becoming a barometer of lending sentiment and an early identifier of market trends.

Theprpartnership managed national media relations for Stamford's Real Estate Debt Capital Markets Survey and achieved nationwide coverage for the results in a range of property finance media including The Australian Financial Review, The Australian Property Journal and the Adelaide Advertiser.

What worked? Issuing Stamford Capital's findings fresh within the post-Hayne Report climate and linking them to current trends and market sentiment.



MULTIPLY PAVES THE WAY IN SUSTAINABILITY

Theprpartnership continues to manage media profiling for premier global contractor Multiplex and its projects.

Widespread coverage has been achieved for Multiplex's latest projects including its completion of the fifth and final commercial office tower at the \$2.5 billion Collins Square development in Melbourne's CBD, and the completion of UNSW's Science and Engineering building.

Most notably, Multiplex set a new benchmark for sustainable design and construction, receiving Passive House certification on Gillies Hall at Monash University's Peninsula campus. The new student accommodation is the first large scale building in the southern hemisphere to achieve Passive House certification.

Passive House is the world's leading standard in performance-based energy efficient construction. The design focuses on occupant comfort, health and performance-based buildings where ultra-low energy use reduces operating energy costs, making the building more efficient and sustainable.

Theprpartnership generated extensive media attention from a number of publications including The Australian, World Construction Network, Urban Developer and Planet Ark.

What worked? Focusing on new aspects of environmental sustainability coupled with informative content and striking images of Multiplex's projects.



DID YOU KNOW?

The Empire State Building makes more money from ticket sales for its observation decks than it does from renting office space.

