

Case Study: Glebe Harbour

The Capital Group was appointed by the developer, Australand Holdings, to implement a strategic media relations campaign to coincide with the marketing launch of its \$160 million, 135 residence project, Glebe Harbour, at Blackwattle Bay in Glebe.

The campaign's main objectives included highlighting the rare opportunity Glebe Harbour provided to purchase a brand new harbourfront residence within walking distance of the CBD. Other key messages included highlighting the quality of architecture and interior design by SJB Architects, the site's heritage qualities and the capital growth opportunities.

The launch phase of the campaign commenced with a media launch event, which was attended by key national, metropolitan and local media. Media toured the Glebe Harbour Display suite before being bused to the nearby Glebe Harbour site in order to experience the magnificent harbourfront location first hand. Media then enjoyed a lunch at one of Sydney's most recognised harbourfront restaurants.

Capital was responsible for all event management, including theming, the design, distribution and follow up of media invitations and drafting all media materials for the media kits. Launch stories appeared in all key media.

Capital then implemented a second phase of ongoing media relations and was responsible for the development of story ideas and drafting all media material. Capital achieved its goal to maintain a positive, ongoing profile in key national, metropolitan and local media.

