

Case Study: Harbour Garden Towers

The Capital Group was appointed by the developer, Accord Pacific Holdings, to implement a strategic media relations campaign for its \$110 million, 197 apartment project, Harbour Garden Towers, located on the corner of Harbour and Goulburn Streets at Darling Harbour.

A key element of Capital's public relations campaign was to overcome a series of potentially negative issues, including the fact the site had been owned by several groups prior to Accord Pacific Holdings purchasing it, along with the site's unusual triangular shape (which might have been perceived by the Asian community as not being conducive to good energy) and the fact the Monorail travelled past the building.

To minimise any negative publicity, Capital implemented a proactive public relations campaign, which focused heavily on the many positives of the development, including the quality of its design, the unique outlook over Darling Harbour's Chinese Gardens and also the lifestyle and financial benefits of purchasing in the project.

Capital was involved with the project from commencement to completion and in those years, managed to achieve extensive media coverage in key national, metropolitan and local media. Capital was responsible for all story development and drafting all media materials.

Throughout the course of the public relations campaign, Capital was responsible for coordinating a series of events aimed at targeting potential buyers, particularly the Asian community as the dominant purchasing group.

Events included a Feng Shui weekend promotion where buyers and prospects were invited to attend the promotion's launch cocktail party, along with seminars conducted by Feng Shui experts. Capital also co-ordinated a Gardening promotion, involving gardening experts providing tips to buyers and prospects on how best to create a balcony garden.

Capital was responsible for devising event strategies along with all event management including catering, theming, entertainment and invitation and gift design.