

Case Study Two

Omnia

Potts Point, Sydney.

GRV: \$300 million

Developer: Greenland Australia

PR Strategy, media relations, event management, social media

Project.

Reflecting the building's crossways location, Omnia by Greenland Australia will feature an elegant hourglass shape, creating a grand entrance to the affluent suburb of Potts Point, and allowing for the largest apartments to be positioned within the upper and lower levels of the building. Four sprawling penthouses ranging from 239-323sqm will be available, all dual-level, from Level 19, the highest level of the building.

Omnia will comprise of up to 135 high-end luxury apartments within a single 19-storey tower, which also incorporates two levels of high-end retail including a Woolworths and a proposed top tier restaurant. It is expected to attract major interest from the city's high profile lifestyle purchasers.

The boutique development will offer sweeping Sydney CBD skyline views to the west and stunning harbour views over Elizabeth Bay, Watsons Bay and North and South Heads to the east. Designed by Durbach Block Jagers, the project features an elegant hour-glass façade, creating a dramatic architectural statement to the prominent corner site and gateway to the eastern suburbs.

Capital's Role.

Capital was appointed to manage all PR requirements to assist the sales targets of the selling agents. Key achievements in media coverage included a cover feature story on Domain, a cover story on Wentworth Courier about the project spearheading the revitalisation of Kings Cross, and television coverage on Channel 7 at launch of sales.

Sales success of the launch of sales was widely covered with CBRE selling 70% at launch of sales including a \$11 million penthouse equating to \$62,000 per square metre.

