

Case Study Seven

Prime

Macquarie Park, Sydney.

Developer: JQZ

Services: Corporate Relations, PR Strategy, Media Relations

Project.

Prime is JQZ's much-anticipated landmark development offering its residents the ultimate in lifestyle offerings and convenience, right in the heart of Macquarie Park. It will feature 680 apartments across four towers, each 20 storeys high and is situated immediately adjacent to the Macquarie Centre, which will be accessed by a connecting bridge.

The 4 towers will each sit on 4 storey podiums and will be surrounded by a central courtyard. Each building will have communal rooftop residents-only garden spaces.

There will also a viewing platform which overlooks the central plaza, a landscaped reading/meditation space, 25 metre heated under-cover pool and adjoining spa and gym. The central garden, complete with bbq's, will be unique in Macquarie Park. The penthouses will even have internal stairs to access their own private rooftop gardens.

A 2000sqm food and beverage retail plaza in the front of Prime will essentially become a seamless extension of Macquarie Centre.

Capital's Role.

Capital has been directly responsible for generating all publicity for Prime, across national and local newspapers, online and trade publications, and major television outlets.

This work has included stories relating to sales records, sales releases, key milestones and unique selling points. Several television stories on this project's impressive sales results were secured on mainstream news.

