



PROPERTY PROJECT
DEVELOPMENT
MARKETING

CONTENTS

OUR CONSULTANCY

OUR UNIQUE OFFERING	5
HOW WE WORK	6
OUR APPROACH	8
OUR TEAM	10
CASE STUDIES	19

T: 08 8412 4100

E: CENTRAL@HUGHESPR.COM.AU | WWW.HUGHESPR.COM.AU

LEVEL 1, 187 RUNDLE STREET, ADELAIDE SA 5000

An aerial photograph of a city, likely Denver, Colorado, featuring a prominent Gothic-style cathedral on the right side. The entire image is overlaid with a semi-transparent red filter. Centered on the image is a quote in white, uppercase, sans-serif font.

“HUGHES WORKS HAND IN HAND WITH ITS CLIENTS, THEIR CONSULTANTS AND SALES TEAMS TO PROVIDE A SEAMLESS SOLUTION TO PROJECT POSITIONING, BRAND AWARENESS AND MARKETING.”

LAND DEVELOPMENT



APARTMENT PROJECTS



CONSTRUCTION / INDUSTRY



INFRASTRUCTURE



OUR UNIQUE OFFERING

Hughes has almost 25 years experience supporting the property development industry nationally – from project conception and approval through to delivery, marketing and sales support.

Our clients include some of the most respected names in the development industry, including:

- AV Jennings
- Adelaide Development Company
- Asian-Pacific Group
- Cedar Woods
- CIC Australia
- Defence Housing Authority
- Delfin Lendlease
- Fairmont Group
- Hines Group
- Macquarie Bank
- Makris Group
- Pioneer Housing Group
- Premier Capital Developments
- Renewal SA
- SA Housing Trust
- Starfish Developments
- Urban Development Institute of Australia (SA)
- Urban Pacific Limited
- Urbex
- Victorian Office of Major Projects
- Greaton Group

The consultancy has also supported major development projects for Adelaide Convention Centre and Adelaide Airport Ltd.

Collectively, the projects on which the Hughes team has worked have delivered new homes and apartments worth many billions of dollars for tens of thousands of Australians across SA, Victoria, New South Wales, Queensland and the Northern Territory.

Since 2010, Hughes has extended its services and applied its expertise beyond public relations and marketing communication to provide a comprehensive single-point solution to branding, marketing and sales support – working hand in hand with our developer clients, their consultants and sales teams to provide a seamless solution to project positioning, brand awareness and marketing.

Our broad and deep experience makes us unique:

- As a result of our involvement in projects from the earliest stages, we understand the internal and external forces which shape them. In fact, our ability to share almost three decades of learning often contributes to a project's final form and positioning;
- Our independence and 'third party' perspective adds value to the marketing process and sales outcomes;
- The agility, flexibility and consistency provided by our 'single service point solution' benefits clients and their teams through informed, timely, seamless and cost effective delivery of communication support and market collateral;
- This extends beyond setting up a project for success into driving ongoing market awareness through events, publicity, and social and digital media including video production.

HOW WE WORK

Hughes prefers to be in on the ‘ground floor’ – working to shape a project’s success from a firm brand foundation to topping out and selling out.

LEVEL 1

Our consulting team is adept at managing community expectation through information and consultation.

We understand the politics of planning and development and can position client organisations and projects for success among key influencers and advocates.

Our ‘media savvy’ – embodied in the DNA of our consultants – assists in positioning projects for success.

LEVEL 2

Hughes understands ‘brand’, the influencers of brand value and how to ensure brand promise meets delivery. This includes building and protecting client reputations.

Calling on the expertise of our research partners for psychographic insight to target markets when required, we will ensure our clients understand their target market and their motivations – shaping brand, imagery and messaging to ensure maximum appeal with maximum efficiency and cost effective spend.

Our in-house team spans graphic design, video and digital media experts with the experience and expertise to create and apply cut-through branding, assisting buyers in visualising products and engaging them in lifestyle.

Our ‘single service point solution’ allows collateral ranging from signage, site presentation and display suites, to websites, brochures, video and social media to be developed with a high level of consistency and quality in a timely, cost effective manner – but most importantly in a way which consistently communicates a project’s brand.

LEVEL 3

When the sales team moves in, most marketing agencies step out.

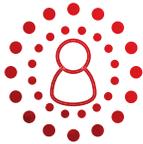
We step up – in step.

Working side by side with the project sales team, the Hughes team applies its skills to generating interest and cultivating leads through traditional publicity, events, social media campaigns and captivating content, including video – in support of the sales process.

Our goal? A sell-out project and an invitation to assist in marketing the next.

STRATEGIC COMMUNICATIONS

Hughes is experienced and adept in the development and implementation of integrated communication and marketing strategies which are targeted, accountable and effective.



PUBLIC RELATIONS

- Issues & Crisis Management
- Publicity & Media Management
- Media Training & Monitoring
- Stakeholder Engagement
- Communication Audits
- Publication & Feature Writing
- Employee Relations
- Brand Building



GRAPHIC DESIGN

- Visual Identities
- Publications & Reports
- Stationery Design
- Infographics
- Websites & Digital Communications
- Motion Graphics
- Advertisements
- Signage



SOCIAL & DIGITAL

- Digital Strategy Development
- Content Generation
- Social Media Management
- Social Media Policies & Guidelines
- Social Media Training
- Social Media Monitoring & Reporting
- Digital Communications



VIDEO PRODUCTION

- Concept Development
- Art Direction
- Filming & Editing
- Location Scouting
- Professional Voiceovers
- Talent Direction
- Animation & Motion Graphics
- Aerial Drone Filming



TRAINING

- Media Training
- Social & Digital Media Training
- Presentation Training

OUR APPROACH

Our experience has demonstrated that the best results are achieved through the establishment of a seamless working relationship between developer, selling agent and project consultants – reporting to the project control group led by the project manager.

Marketing and Communications Strategy

Hughes has built a reputation over 25 years for its strategic approach to communications through a recognition that every client and project is unique.

Our approach sees the development and implementation of an integrated communication and brand strategy that's targeted, measurable and provides a strong return on investment.

The strategy would be based on a solid shared understanding of (among other things):

- Client goals (and hence, measurable outcomes);
- The competitive marketplace (including comparative Strengths, Weaknesses, Opportunities and Threats);
- Key stakeholders and their attitudes (preferably verified through independent research) and points of influence;
- Resources (including skills, existing communication channels, networks and advocates); and
- Adopting only the most relevant tactics and delivering them in a timely manner.

In our view, integrated and consistent communications are the key to delivering client value in a market where people's consumption of information, news and advertising are increasingly fragmented.

In the property sector (like many others), you can no longer rely solely on traditional marketing methods and tactics.

Methodology

1. Research

- Conduct initial desktop research regarding industry best practice and competitive landscape research for brand identity (local and interstate);
- Provide recommendations on the type of identity to develop or refinements to existing brand based on research / insights.

2. Strategic Brand and Communications Framework

- Develop identity themes based on industry best practice and competitor analysis;
- Identify brand pillars that define what's unique about the brand;
- Clearly define audience segments;
- Define key service / product offering to be communicated;
- Define brand identity.

3. Brand and Communications Strategy Application

- Develop a narrative (based on competitor SWOT analysis and sustainable and strong unique selling propositions (USPs)) which can form a universal basis for future communication;
- Identify or develop engaging content (for media and other stakeholders) including examples of USPs which can be used to demonstrate strengths/ key messages (i.e. significant events and milestones, new partnerships);
- Identify points of entry and the most relevant communication channels through which to reach and influence key identified stakeholder groups (i.e. traditional media, digital and social media, events, onsite signage, business, government, industry);
- Identify and equip 'ambassadors' and advocates with consistent messages to engage with stakeholders at a high level (including media training and presentation training where required);
- Prioritise opportunities according to their ability to deliver desired outcomes – with a view to maximising the return on investment and ensuring cut-through to key stakeholders;
- Coordinate communications in a manner that ensures consistent, timely messaging and maximises cut-through while minimising 'noise'.

CLIENT BRIEF

1

**SITE TOUR / RESEARCH /
COMPETITOR ANALYSIS**

2

4

**BRAND AND STRATEGY
APPLICATION**

3

**COMMUNICATIONS STRATEGY &
BRAND DEVELOPMENT / REFINEMENT**



VISUAL IDENTITY

Signage | Collateral | Website | Displays



DIGITAL /SOCIAL MEDIA

Policies | Content | Analytics | Channels



STAKEHOLDER MANAGEMENT

Community | Government | Industry | Influencers



MEDIA - EARNED/PAID

TV | Radio | Online | Print

OUR TEAM

They all share the strategic, planning, creative and project management skills necessary to develop and implement programs that deliver effective commercial marketing and communication solutions for clients.

Our consultants have a diverse range of experience earned through former roles as journalists; communication and marketing professionals, and media advisors to government. Our team also includes specialists in digital and social media, digital video production and graphic design.





TIM HUGHES



Tim has extensive experience in developing and implementing communication programs in support of some of Australia's largest greenfield, infill and urban renewal projects spanning more than 30 years and five States.



Tim Hughes is one of Australia's leading communication consultants and highly regarded for the role he has played in developing and implementing public relations and communication programs in the property planning and development sector at a national level.

At an industry level, Tim developed and delivered a national communication program over many years for the nation's peak housing body HIA and at a South Australian and national level for the Urban Development Institute of Australia – providing him with a rich understanding of the issues associated with planning, urban development and housing delivery nationally.

Property sector clients to whom Tim has consulted include the Fairmont Group and its subsidiary Lifestyle SA (the largest private developer and manager of over-55s villages in South Australia); Macquarie Bank's Urban Pacific Limited and its projects (nationally); Urbex (a private development company with more than \$2 billion in projects nationally); the Adelaide Development Company; developer CIC Australia; Hines Property; Makris Group; the South Australian Housing Trust and real estate group Harcourts.

RELEVANT SKILLS AND EXPERIENCE

His work for these clients has spanned strategic advice and issues management, community relations, media relations, project marketing, corporate and political positioning, the development and production of publications, and event management.

Tim – a former journalist - has proven experience in managing the nuances of metropolitan and regional media stakeholders through his work on behalf of a wide range of clients across many industry sectors – including the development sector.

He is comfortable dealing with various tiers of government (particularly State and local government) as demonstrated by the consultancy's work for local government organisations and State Government departments including the Department of Education and Children's Services, Health Department, the Department of Families and Communities, and the Department of Trade and Economic Development. Through clients in both the urban development and mining and resources sectors, Tim also has a positive working relationship with the Premier's Office and the Office of the Minister of Planning and Local Government.

SIMON HATCHER



Simon has particular expertise in the South Australian property sector, with a strong understanding of the local political, planning and market dynamics.



Simon Hatcher joined Hughes in 2010 bringing with him highly respected project management skills in marketing and communications as well as publicity, media and event management.

Simon has the ability to think strategically and clearly align communications programs to client business objectives to ensure commercial outcomes are achieved.

His work has seen him introduce numerous international and national brands into the South Australian market. His campaign for the market entry of IKEA gained acclaim from both the international IKEA Group and the Australian marketing media.

He has also successfully helped to enhance the reputation of a number of South Australia-based clients.

RELEVANT SKILLS AND EXPERIENCE

Since 2010, he has provided ongoing strategic and tactical advice to the Adelaide Convention Centre to ensure integrated communications are delivered across multiple channels. This has included work on the Centre's \$400 million expansion and the 2015 launch of the first stage – the West Building.

He has particular expertise in the South Australian property sector, with a strong understanding of the local political, planning and market dynamics.

His work for St Clair and Eyre Penfield (AV Jennings), The Watson and Vue (Asian Pacific Group), Woodforde (Starfish Developments and Delfin) and Kodo (Premier Capital Developments) over the past six years has brought great financial and brand success to each of these organisations. This included a multi-award winning campaign for The Watson for which he made a significant contribution to the project becoming the fastest selling apartment project in South Australia.

Simon has also led community engagement and issues management for a number of greenfield sites including Renewal SA and Cedar Woods' Glenside development.

KIERAN HALL



Kieran has achieved terrific results for leading national and state focused businesses, including communications strategy management and tactical implementation for numerous property developments.



Kieran Hall is a strategic thinker adept in communications planning and issues management. His journalism background and broad knowledge of the media have proven valuable when providing communications counsel to his clients.

He has achieved terrific results for leading national and state focused businesses, including communications strategy management and tactical implementation for CIC Australia's Darwin-based residential project – The Heights, Durack. Kieran has also driven marketing and public relations activities for Adelaide Development Company, Hines Property, Lifestyle SA, the Fairmont Group, Premier Capital Developments, and the Urban Development Institute of Australia.

Prior to joining Hughes, Kieran was a journalist and editor at Adelaide publishing company, Boylen Media. While at Boylen, Kieran managed numerous publications on behalf of leading employer groups including the Australian Hotels Association and Motor Trade Association, as well as the SANFL Football Budget.

KATE POTTER



Kate's use of social media combined with her knowledge of online analytics, gives her the ability to develop and implement return-on-investment focused campaigns.



Kate Potter ensures digital media is a constant consideration in media and communications strategies to unlock the commercial benefits of social media platforms for clients on a professional and personal level.

Kate has experience in creating and managing organisational social media profiles, using new media tools and writing for the online environment. She is able to guide organisations through the often unfamiliar world of digital media and advise on the best strategic use of digital tools for online communication, monitoring and measurement.

Kate's use of social media combined with her knowledge of online analytics, gives her the ability to develop and implement return-on-investment focused campaigns utilising Facebook, Twitter, Instagram, YouTube and LinkedIn, either independently or combined with traditional media. This has proven extremely valuable for clients such as AV Jennings, Premier Capital Developments, Adelaide Convention Centre and Adelaide Airport.

Prior to joining Hughes, Kate worked with Australia's largest media monitoring company - Media Monitors - as the State Manager for South Australia. In this role, Kate advised and supported clients in their quantitative and qualitative analysis of media content.

SERENA FINDLAY



Serena has produced high quality video content for Hughes clients including 88 O'Connell, The Brougham, Vue on King William, bohem, The Watson, Adelaide Convention Centre and West Franklin.



Serena Findlay spearheads the Hughes Digital Video Production unit and produces video news releases, training and promotional videos, internal newscasts and short documentaries as a key communication component of our work for corporate and government clients.

Serena has produced high quality video content for Hughes clients including 88 O'Connell, The Brougham, Vue on King William, bohem, The Watson, Adelaide Convention Centre and West Franklin.

Before joining the consultancy, Serena ran her own videography business and held senior business development positions in the hotel industry.

LUKE HOWARD



Luke's key areas of focus include brand identity development and refinement, collateral design and production and editorial design.



Luke Howard leads the consultancy's design and motion graphics unit and has recently developed brand identities for new developments Verde and The Brougham.

Luke has previously held roles with the ABC and Westminster School, as well as running his own successful freelance design business.

With a strong focus on creating dynamic, engaging and memorable marketing campaigns, Luke works with clients in all industries assisting with their print and digital design requirements.

Luke's key areas of focus include brand identity development and refinement, collateral design and production and editorial design.

His work also includes website and e-news design, animation, illustration, publications management, packaging design and signage.

SUSAN CARTER



Susan's work encompasses brand identity development, digital design and printed collateral including brochures and annual reports as well as signage and illustration.



An experienced web and graphic designer in South Africa and South Australia, Susan Carter joined Hughes with more than 15 years experience in the creation and application of corporate identities and a passion for building brands in both traditional and digital environments.

Susan most recently worked with Homestart Finance where she managed the organisation's overarching brand, style and identity, contributed to collateral and advertising campaigns, and created content for social media.

With a strong focus on creating effective, functional and visually engaging designs, Susan's work encompasses brand identity development, digital design and printed collateral, including brochures and annual reports as well as signage and illustration.

The image is a red-tinted architectural rendering of a modern building courtyard. The scene is filled with palm trees and other lush vegetation. In the foreground, several people are walking or sitting on benches. The building's structure is visible in the background, featuring a grid of columns and beams. The overall atmosphere is one of a vibrant, green urban space.

CASE STUDIES

THE BROUGHAM

The \$200 million development is earmarked for retirement living, traditional apartments, serviced apartments and commercial/retail tenancies, with more than 90 high-rise retirement residences across three buildings with heights scaled from 9 to 16 storeys.

THE SITUATION

In 2014, the Project Control Group (PCG) for the then yet to be named The Brougham appointed Hughes to manage the PR and communications for a planned mixed used development on Brougham Place, North Adelaide.

The \$200 million development is earmarked for retirement living, traditional apartments, serviced apartments and commercial/retail tenancies, with more than 90 high-rise retirement residences across three buildings with heights scaled from 9 to 16 storeys.

The PCG had concerns about the community's potential response to such a large scale, high-rise development in North Adelaide and the potential for a groundswell of opposition from influential and possibly highly vocal local residents.

They were mindful of the potential for any public opposition to overshadow the project and its impact on achieving the momentum required to create interest from potential buyers, particularly as this type of premium retirement living is largely untested in South Australia.

Essentially, they would need to create a new market.

The Group also acknowledged that while experienced in business, finance and property ownership that they lacked experience in residential development and required expert assistance including marketing, PR and communications.

OBJECTIVES

- Providing a community and political environment which supports approval;
- Identifying and mitigating any potential risks associated with the project including any community and government opposition;
- Educating and informing the market about 'prestige retirement living';
- Developing, establishing and positioning The Brougham in the marketplace;
- Creating a 'new market' in South Australia for 'prestige retirement living';
- Building registrations of interest and project enquiries;
- Ensuring ongoing engagement with registrants; and ultimately driving sales.

ELEMENTS

Hughes developed and implemented an integrated communications strategy designed to seamlessly support the project through the development approvals process and into a brand launch.

This strategy was developed to ensure the project achieved and then continued to gain the necessary momentum required.

To date, this has involved two distinct phases.



THE BROUGHAM

— FINE RETIREMENT LIVING —



Stage One – Development application and approval process

During this stage, our approach was based upon ensuring the project remained a ‘small target’ within the community and media to ensure a smooth path through the development approvals process.

Simultaneously, we worked to develop the project’s brand and brand identity and marketing collateral to ensure we were able to roll out a brand launch at the earliest opportunity.

Work undertaken by Hughes included:

- Working with the PCG and key appointed project consultants (planning, architects and heritage architects) to develop a risk mitigation strategy which included preparing Q&As, media statements and briefing and gaining the support of key influencers to create project advocates;
- Creating an initially unbranded registration of interest website to be launched to time with a Category 2 consultation;
- Developing an initially unbranded project information video for the website, key influencers and media;
- Proactively managing the initial media for the Category 2 consultation to ensure the publicly released plans were both received and covered positively;
- Commissioning and managing project photography including a drone shoot of the 360 degree views from every level;

- Commissioning and managing the production of key project renders;
- Developing artwork for the e-news (EDM) and a database communications program;
- Booking Google ads to ensure the website could be easily found from an online search;
- Collating and analysing registrations of interest in conjunction with the selling agent;
- Preparing website and Google ad analytics to ensure we could assess site traffic against our marketing activities. In turn, this helped us to make informed decisions regarding our strategy and alter, where required.
- Advising on the project naming and brand positioning;
- Developing the concepts for the brand identity and preparing a style guide for the chosen identity.

Stage Two – Brand Launch

During this stage, we worked with the appointed sales agent to further develop the overarching marketing and communications strategy and apply the project brand to the required marketing collateral.

The strategy and associated marketing materials were developed to ensure that we were able to maintain momentum by going to the market straight after receiving development approvals.

Work undertaken by Hughes included:

- Evolving the project website to a branded marketing website with updated video, copy and imagery;
- Developing the project brochure including all artwork and copy;
- Developing artwork and graphics for the project floorplans and floorplates;
- Preparing artwork for external onsite signage;
- Commissioning production of external signage, securing council approvals and managing installation;
- Designing display panels and information flow for a preliminary project/information centre;
- Preparing artwork for the project’s business stationery – letterhead, business cards and envelopes;
- Further editing of the project video and application of the branding;
- Managing all print production including sourcing suitable paper stocks, quotes and press checks for quality control;
- Preparing and distributing ongoing database communications to maximise engagement;
- Managing the announcement of receipt of development approvals with media, key influencers and the project database;
- Continuing to negate the potential for community objection and negative media coverage.

OUTCOMES (TO DATE)

The Brougham has been positively received by the local market with little community objection and both strong and quality interest from future residents.

Key project influencers have been vocal in their support of the development which has helped to negate and marginalise the small but potentially vocal objectors.

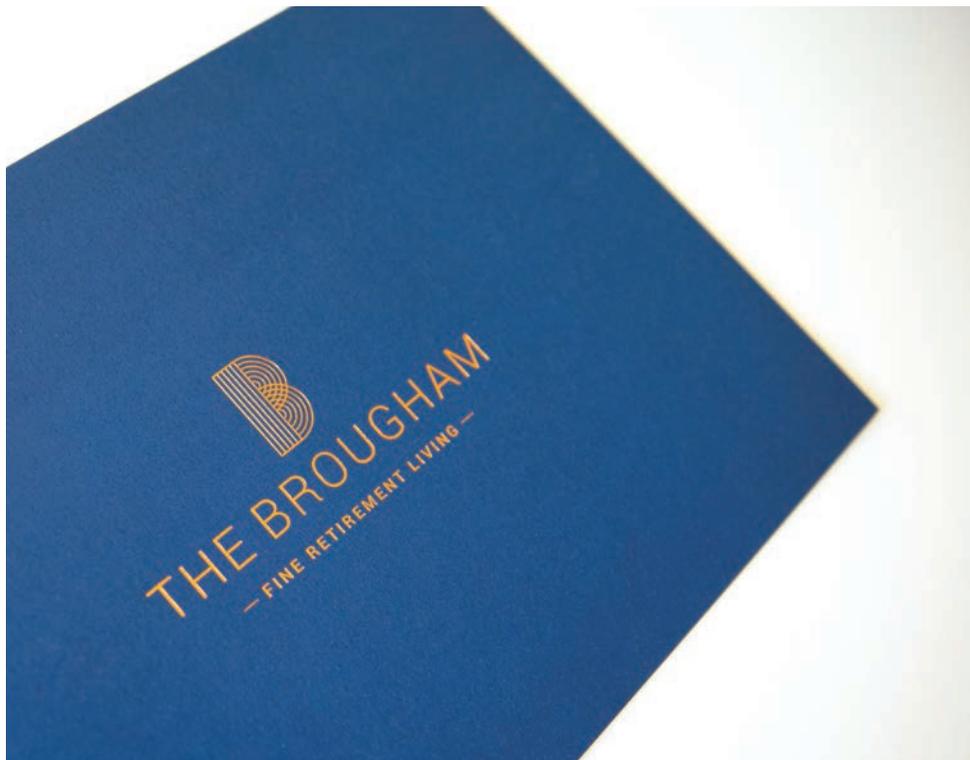
Widespread positive local and national media coverage has been secured for the project, both during the community consultation and immediately following receipt of development approvals. In tandem with the project’s digital strategy and onsite signage, this has resulted in significant website traffic, registrations and direct calls to the project sales team.

The project branding and marketing materials have been well received and enabled the sales team to have insightful discussions with potential buyers and allow for informed decisions to be made regarding the refinement of the project’s market offering.

Hughes has now just completed the third stage of the marketing program to generate further interest in the project with targeted advertising, letterbox drop to key suburbs, influencer events and ongoing database communications and website updates and refinements.

OUR CREATIVE





VERDE

Hughes was able to offer Morgan and Hansen an integrated solution which involved the consultancy developing and implementing a branding and marketing communication program that took the project seamlessly from planning to delivery.

THE SITUATION

Developer Morgan and Hansen teamed up with Hughes to manage communication around approval for – and marketing of – its environmentally sensitive Verde mixed use residential, commercial and retail development in the near-city suburb of Kent Town.

The development – the first in South Australia to use cross-laminated timber (CLT) in construction – incorporates 54 apartments, six SOHO residences and six commercial street frontage properties.

Unique features in the development also included an internal private courtyard, central landscaped communal piazza, and its Trans4ma convertible space apartments

OBJECTIVES

Objectives set for the communications program included:

- Developing and delivering a brand proposition showcasing Verde as a unique and desirable project;
- Identifying and mitigating any risks associated with the project including any potential community opposition;
- Building registrations of interest and sales leads;
- Driving sales;
- Establishing the credentials of Morgan and Hansen and joint venture partner FA Mamac to give all stakeholders, in particular buyers, confidence in the project;
- Educating the South Australian market about the benefits of cross-laminated timber (CLT) and giving buyers confidence to purchase; and
- Creating a positive environment to support the project launch.

ELEMENTS

Hughes was able to offer Morgan and Hansen an integrated solution which involved the consultancy developing and implementing a branding and marketing communication program that took the project seamlessly from planning to delivery.

The communication strategy comprised the following elements in support of the client's goal of generating positive project awareness; driving buyer interest and securing strong purchaser pre-commitments and included:

- Project naming and brand positioning;
- Development of a brand identity and all marketing collateral including logo development and design, registration and marketing websites, sales brochure, photography, onsite signage, architectural floor plans and plates and digital marketing materials;
- Establishment of key messages to position the project appropriately with potential buyers, community, media, government and the property industry;
- Development of a database development and engagement program to maximise interest in the project and pre-sales;
- Production of video content to promote the key attributes of the development including the innovative Trans4ma convertible space apartments;
- Publicity program to build the brand story through targeted media in local, state-based and national media outlets.



RESULTS

By managing the whole communications program, Hughes was able to control message delivery and timing to maximise results for Morgan and Hansen. The successful communications strategy for Verde resulted in:

- The project being given planning approval with no public opposition;
- Significant and targeted media coverage resulting in the development of a strong pre-launch database;
- Effective branding which positioned Verde strongly in the market and differentiated the project from its competitors;
- Consistent website traffic and registrations of interest during the pre-launch phase;
- 60% of apartments within the project were sold prior to the retail launch;
- 85% of the apartments were sold prior to construction.

VERDE

KENT TOWN

OUR CREATIVE





88 O'CONNELL

The Makris Group's \$200 million redevelopment plans for the landmark site feature a high-end shopping and restaurant precinct, multi-storey residential apartments from one bedroom through to luxury penthouses, commercial offices, and a boutique hotel, with the aim of injecting vitality into one of the city's most valued precincts.

THE SITUATION

The Makris Group is South Australia's largest privately owned retail property group with extensive property holdings in South Australia, New South Wales, Victoria and Queensland.

In December 2014, the Makris Group sought to put forward a proposal for the development of its long-held and vacant high profile site at 88 O'Connell Street, North Adelaide. The "former Le Cornu site" had been the subject of numerous unsuccessful development proposals over more than 20 years, resulting in high levels of government, community and media scepticism and frustration. In addition, the site sits within an historic, low-rise residential environment fiercely protected by an active 'heritage' lobby.

The Makris Group's \$200 million redevelopment plans for the landmark site feature a high-end shopping and restaurant precinct, multi-storey residential apartments from one bedroom through to luxury penthouses, commercial offices, and a boutique hotel, with the aim of injecting vitality in to one of the city's most valued precincts.

The Makris Group appointed Hughes to develop and implement a communications program to support the planning approval process including community consultation and promotion of the benefits flowing to the region and State – while also encouraging and facilitating the management of registrations of interest from potential tenants and purchasers.

OBJECTIVES

Communication objectives for the 88 O'Connell project included:

- Fostering a community, political and media environment which supported planning and development approval;
- Overcoming significant scepticism within the South Australian community about development of the site;
- Managing sometimes 'polarised' debate to ensure balanced public and community views of the project;
- Protecting and building Makris Group's reputation as an Adelaide-based organisation committed to the development of a stronger South Australia;
- Supporting demand for leasing and purchase decisions in relation to the project.

ELEMENTS

The communication strategy comprised:

- Developing a video fly-through of the project;
- Producing a 'contextual' video promoting the benefits of the project through interviews with project planners, designers and third party advocates (including retailers and property owners who were supportive of the project);
- Briefing key influencers in Government, business, the community and media prior to public release;
- Establishing a project information website including contextual video, virtual fly-through, project facts, feedback mechanism, and a marketing portal for online registrations of interest and database development;
- Establishing a community consultation display in the adjacent North Adelaide Village shopping centre to complement online consultation;
- Organising an information meeting for traders, property owners, heritage proponents and the local community;
- Individual briefings of key influencers in the property and business communities;
- Preparation of collateral to support public awareness of the project including media release, fact sheet, key messages, and frequently asked questions tailored to a number of stakeholder groups;
- Timing the public (media) release of information to coincide with the opening of the Community Consultation Suite.



RESULTS

The results of the coordinated communication campaign in support of the community information and consultation program included:

- Extensive, prominent and significantly positive coverage of the 88 O'Connell project proposal in local, state and national media;
- Positive commentary from key opinion leaders including the CEOs of the Property Council of Australia, the Urban Development Institute of Australia, BusinessSA, Adelaide Lord Mayor Martin Haese and Premier Jay Weatherill – as well as media commentators;
- An 85% approval rating from readers of The Advertiser as determined by an AdelaideNow online poll of up to 1000 respondents;
- Overwhelmingly positive feedback via the project website;
- Positive feedback via the project display in North Adelaide Village;
- More than 60 online registrations of interest in the residential component of the project via the project website;
- Strong interest received from international hotel operators before Sheraton chosen to operate a boutique hotel.

The Development Assessment Commission approved the Makris Group's plans in their entirety and with only minor modifications within six months.

88
O'CONNELL

PROJECT DESCRIPTION YOUR FEEDBACK REGISTER YOUR INTEREST

EXPLORE OUR VISION

THE TIME IS RIGHT FOR NORTH ADELAIDE'S NEW HEART.

The proposal includes a high-end shopping and restaurant precinct, residential apartments for start-out buyers through to luxury homes; commercial offices; and a boutique hotel spread over ten buildings to be created on a site bordered by O'Connell, Tynia, Archer and Centenary Streets.

This is proposed to be an iconic development which will provide a quality legacy for current and future generations. It will inject more than \$150 million into the SA economy and bring new vitality to one of the city's most valued precincts.

Plans will be submitted for consideration by the Development Assessment Commission later this month. We are seeking your [feedback](#).

GALLERY

PROJECT TEAM

Makris group IGNITE architects INTRO

OUR CREATIVE





O'CONNELL

THE WATSON

In six weeks and despite a very flat market where many local apartment projects were being shelved, The Watson became the fastest selling apartment project in South Australian history.



THE SITUATION

In April 2012, the Asian Pacific Group announced it would open its first Art Series Hotel outside Melbourne in the Adelaide suburb of Walkerville and it would be named after Aboriginal artist Tommy Watson. However, following this initial announcement very little communication was provided and the public perception was The Watson would be a hotel rather residential apartment building.

In fact, the hotel was just a small component of the development and residential apartments would occupy the majority of the development.

In late January 2013, Hughes PR was appointed to manage the launch of the 210 apartments onto the market and to establish the Asian Pacific Group's credentials in South Australia. The consultancy was given just 10 weeks to develop and implement a plan which would build awareness and provide momentum in the lead up and following a public sales launch in March 2013.

OBJECTIVES

The Asian Pacific Group had a number of key communications objectives for the launch of The Watson including to:

- Establish the Asian Pacific Group's credentials to provide purchasers with confidence in the project;
- Assist the Asian Pacific Group develop relationships with local government and industry to support future growth in South Australia;
- Position The Watson as a unique and desirable project for owner occupiers and investors;
- Establish the residential offering at The Watson in the minds of key stakeholders;
- Build registrations of interest and project enquiries;
- Create a positive environment to support the project launch;
- Identify and mitigate any risks associated with the project; and
- Drive sales with the objective of selling down the project in less than eight weeks.

ELEMENTS

Hughes PR responded quickly and developed a three-stage communications plan which included:

Stage 1 – Brand and Relationship Building

- Managing a project 'ground breaking' event with the Premier of South Australia, industry representatives and media;
- Developing digital communications and managing online video content;
- Coordination of photography for project marketing purposes;
- Project familiarisation for local key opinion leaders; and
- Media pitches – Work commencing onsite, The Watson's role in regenerating Walkerville Terrace precinct, making Walkerville accessible for younger buyers, Adelaide development activity in 2013 (national media) and a business profile article on the Asian Pacific Group.

Stage 2 – Project Launch

- Managing VIP preview event for registered buyers and key stakeholders and public opening event;
- Launch electronic direct mail including new video and photos;
- Video production – creating video packages from the two events; and
- Media pitches.



Stage 3 – Post-launch brand and relationship building for the Asian Pacific Group

- Media pitches – focused on sales updates and next stages of the development;
- Coordinating project success briefings;
- Managing celebratory event for all onsite tradespeople;
- Briefing on the project's success and a site tour with Tom Koutsantonis MP, Minister for Housing and Urban Development and senior members of Renewal SA; and
- Review of possible industry award submissions.

RESULTS

Following the VIP launch and opening weekend, The Watson sold 139 of the 210 apartments at a value of \$51.6 million. Two weeks later, this figure had risen to 160 apartments and by the end of April The Watson had sold 195 apartments at a value of \$74 million.

In six weeks and despite a very flat market where many local apartment projects were being shelved, The Watson had become the fastest selling apartment project in South Australian history.

Hughes PR's work has been recognised by the developers and through independent research with buyers as making a significant contribution to the project's success. Research conducted with buyers showed 80% had registered as a result of seeing a media story. The project was also recognised by industry, winning the professional consulting award from the UDIA.

Key highlights included:

- Coordinating and managing three major events including securing attendance from the Premier of South Australia at short notice;
- Managing all event project suppliers and associated budget including photographers, caterers, audio visual, hire companies and signage specialists;
- Producing three project videos which generated more than 3000 views;
- Conducting project briefings for all key stakeholders and media;
- Generating 20 individual pieces of national and local media coverage in 15 publications including coverage in The Australian, Financial Review, The Advertiser, Channel 7 and City North Messenger.



KODO

Hughes developed and implemented a communications strategy designed to support the project through the development approval stage, initial launch phase and beyond to meet Flagship Property Holdings' key objectives.

THE SITUATION

Flagship Property Holdings is an award-winning Melbourne-based development firm that entered the South Australian market in 2015 to pursue a new \$100 million apartment project in the Adelaide CBD.

In late 2015, the company appointed Hughes to manage PR and communications for its "Kodo" development on Angas Street, which has been designed to become Adelaide's tallest residential apartment building.

Kodo will rise 30 storeys and incorporate 208 apartments, as well as ground floor retail and commercial tenancies.

To promote development approval and the subsequent launch of the project, Flagship Property Holdings required a communications plan to effectively introduce Kodo to the marketplace and build awareness of the project among target audiences through ongoing, positive communications.

OBJECTIVES

- Establish Flagship Property Holdings' credentials in South Australia to gain the trust and confidence of key stakeholders;
- Develop, establish and position Kodo in the marketplace;
- Maintain consistent media coverage and stakeholder engagement to build the Kodo brand;
- Identify and mitigate any potential risks associated with the project, including any community and government opposition;
- Build registrations of interest and project enquiries;
- Ensure ongoing communication with the project database to maximise interest and potential sales;
- Drive apartment sales.

ELEMENTS

Hughes developed and implemented a communications strategy designed to support the project through the development approval stage, initial launch phase and beyond to meet Flagship Property Holdings' key objectives as outlined above.

The strategy was designed to give the project early momentum among homebuyers and property investors, with communications activities to then continue throughout the sales period to drive ongoing buyer interest.

Top-line strategies included:

- Maintaining the lowest possible profile during the development approval process to mitigate potential opposition and risks;
- Developing consistent brand messages for the project across all communications;
- Using media and stakeholder engagement to drive registrations of interest via the project website;
- Identifying and mitigating risks as required.

To help launch Kodo in the marketplace, specific activities undertaken by Hughes included:

- Working with the Kodo project team (including Flagship Property Holdings and appointed sales agencies) to develop agreed brand messages;
- Developed a communications calendar of proposed activities (updated on a regular basis);
- Developed a media kit for local and national distribution to formally launch Kodo. This included a media release, fact sheet, images and video;



RESULTS

- Organised a VIP launch event in the new Kodo sales centre;
- Developed and implemented an ongoing social media strategy for Kodo, including the creation of Kodo channels on Facebook, Instagram and Twitter.

Simultaneously, Hughes also developed and implemented publicity activities to promote Flagship Property Holdings' corporate credentials and its plans for South Australia, including Kodo.

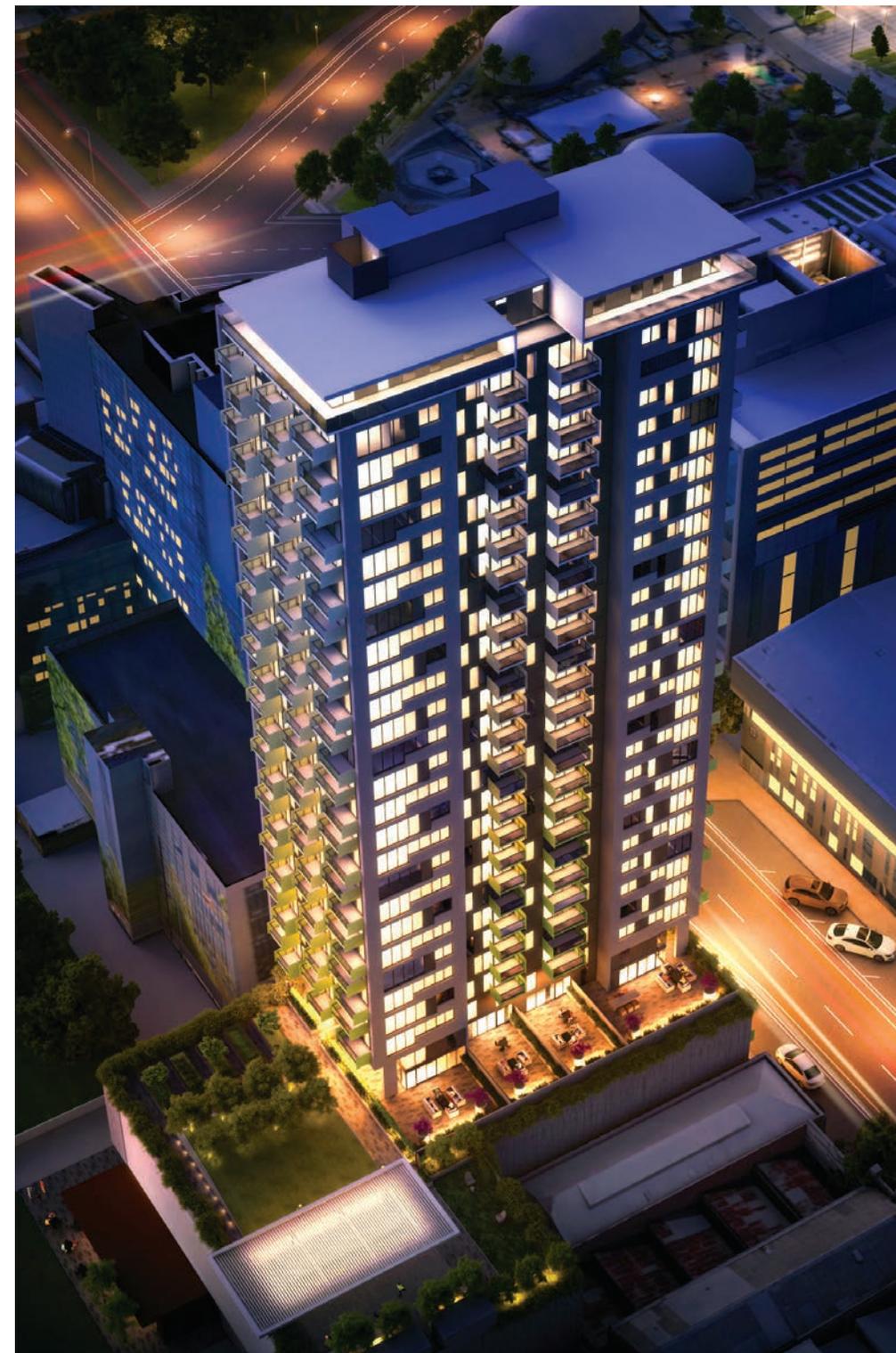
Following the initial launch phase of the project, Hughes:

- Implemented an ongoing publicity program to build further interest in the project across a range of media outlets to highlight project milestones and key features of the development;
- Continued to manage social media channels, incorporating all posting and monitoring across Facebook, Instagram and Twitter, including management of Facebook advertising campaigns. Social media analysis was also undertaken on a weekly and monthly basis, with Hughes reporting back to the project team as required;
- Designed a series of infographics to clearly illustrate to target audiences the benefits of investing in a Kodo apartment;
- Produced a series of videos for website and social media use, including a dedicated video targeting Chinese investors (including management of Chinese script and voiceover);
- Provided issues management support regarding an objection to the development by a neighbouring landowner, which resulted in a satisfactory outcome with minimal media/public attention.

Kodo has been positively received by local, interstate and international buyers, with Hughes' communications strategy for the project helping achieve:

- Extensive media coverage promoting Kodo across local/national and Chinese media, contributing to strong website traffic and a growing project database that continues to attract new registrants;
- Effective social media channels for the project to communicate directly with buyers and potential buyers on an ongoing basis;
- Extensive positive feedback among key stakeholders of infographics and videos produced;
- A positive reputation for Flagship Property Holdings in South Australia.

Hughes continues to work with Flagship Property Holdings as Kodo continues to attract more sales ahead of the anticipated commencement of construction in late 2016.





[f](#) / [t](#) / [v](#) / [in](#) / [@](#)

T: 08 8412 4100

E: CENTRAL@HUGHESPR.COM.AU | WWW.HUGHESPR.COM.AU

LEVEL 1, 187 RUNDLE STREET, ADELAIDE SA 5000