

Case Study: **Aspect**

The Capital Group was appointed by the developer, Kimberley Securities, to implement a strategic media relations campaign for the launch of its \$80 million 'Aspect' mixed-use development in Sydney's CBD.

The campaign's main objectives included positioning Aspect as being a desirable and stylish property development that is the best of its kind in the southern CBD area, while also creating a "sense of urgency".

The launch phase of the campaign commenced with Capital's Property and Events Divisions co-ordinating three successful launch events for Kimberley Securities, all held at the Aspect Sales and Information Centre.

The 'Agents' morning tea function attracted over 70 agents from surrounding real estate agencies, while the 'Friends Of The Project' evening cocktail event also proved a success, with key Aspect project team and guests attending.

The Aspect 'Media' event featured a sit-down lunch and was attended by nearly 20 media and key Aspect project team members, including representatives from key national and metropolitan newspapers, along with local and multicultural publications, which resulted in extensive media coverage in the following weeks.

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.

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.

