

## Case Study Five

# 8 Phillip Street

Parramatta, Sydney.

Developer: Coronation Property

Services: Corporate Relations, PR Strategy, Media Relations

### Project.

Coronation Property's 8 Phillip Street, Parramatta project will comprise 314 residences, with apartments to include one, two and three-bedroom configurations, as well as studio and penthouse options.

The development, designed by leading international architectural firm Woods Bagot, is expected to transform the riverside and historic precinct in Sydney's second CBD. 8 Phillip Street will also feature boutique QT Hotel accommodation on its lower levels – including capacity for 205 standard deluxe rooms, 50 executive deluxe rooms and two QT suites – and is expected to be completed in 2020.

### Capital's Role.

Capital has been directly involved in driving publicity for 8 Phillip Street, across national and local newspapers, online and trade publications, and major television outlets. This work has included stories relating to sales records, major brand collaborations, restaurant announcements, architectural design, and heritage integration.

A key element of Capital's services to Coronation included publicity for the company's hugely successful creative campaign 'PS I Love You', which was recognised with UDIA NSW's 2017 Marketing Award.

The campaign focused on the concept: Love the life you live. Live the life you love. From this, the PS (Phillip Street) I Love You tagline was born, with locals embracing #PSILoveYou on social media and campaign marketing coming to life across signage, social media, online and press advertising, as well as skywriting and a 5-storey onsite mural by renowned street artist Steen Jones.

