

Case Study Eleven

Whisper Bay

Airlie Beach, Queensland

Project.

Whisper Bay is an absolute waterfront, luxury, north-facing resort located approximately 800 metres to the West of Airlie Beach in Queensland's stunning Whitsunday region. The resort comprises 76 three bedroom apartments, 14 two storey, three bedroom villas, 8 three storey, three bedroom villas and six penthouses. The residential development is also located in close proximity to Meridien Marinas, Abel Point, which enjoys the reputation of being one of the most modern and well equipped marinas in the Southern Hemisphere.

Challenge

Capital was engaged by the Highland Group in June 2007 to plan and implement a Marketing and Communications program for the Whisper Bay residential development targeting investors and key property media outlets to drive apartment sales. As 50 marina berths, ranging from 18 to 30 metres, were secured in the adjacent marina available exclusively for Whisper Bay residents, yacht owners and yachting enthusiasts were identified as a key target market.

Solution

Capital devised a three-month Marketing and Communications Program aimed at generating interest from investors throughout Australia, particularly with an interest in yachting. Events included the announcement of the commencement of construction by Queensland Premier Peter Beattie, announcement of the appointment of principal landscape architects, Jamie Durie and the appointment of Hutchinson Builders to manage construction of the development.

Capital also planned an Asia Pacific Yacht Club Sponsorship and Marketing Program designed to maximise visibility in the yachting community across the Asia-Pacific region including Royal New Zealand Yacht Club, the Royal Hong Kong Yacht Club and the Royal Sydney Yacht Squadron.

Outcome

The Capital Group generated more than \$240,000 of editorial coverage in targeted high-end property and lifestyle media on behalf of Highland Group's Whisper Bay residential development.

