

BPM



Prelude

Founded in 1995, BPM is an Australian based property developer of iconic, design driven multi-residential projects. Seeking a PR partner to tell their tales in the media, Mkt. was appointed by BPM in 2013 on an ongoing basis and for ad hoc projects in 2014 to support and drive publicity for the launch of key projects in Melbourne and their maiden developments in Brisbane's West End.

Stories told

Mkt. supported BPM by generating positive media coverage across a variety of channels and verticals in the property, business and lifestyle segments. Central to this activity was expanding the corporate profile of BPM, its founder Jonathan Hallinan and projects Onyx and Escent in Brisbane's West End and Collins & Queens in Melbourne.

Mkt. played an integral role in facilitating all proactive and reactive media relations for individual projects and corporate profiling and key activity included development of media strategy and required materials (press release, database, media matrix, etc.), media pitching, event management as well as supporting internal communications requirements.

Happily Ever After

- The stories we've told: **30+**
- Those who have read our stories: **4,162,461+**
- The events we've hosted: **2**
- Coverage highlights:
 - **The Age, 19th April 2013: Essendon prepares for Queen's arrival**
 - **Broadsheet, 22nd April 2013: Collins & Queen Launch Festivities**
 - **AFR, 30th April 2013 : BPM buy-up**
 - **Courier Mail, 6th April, 2013: A high life at West End**
 - **Saturday Herald Sun, 17th August, 2013, Essendon development queen of chic**
 - **AFR, 24th October 2013: Developer BPM opens Shanghai office to tap into buyer demand**



Mkt.