

Fridcorp



Prelude

Fridcorp is one of Australia's most design focused property developers. Mkt. partnered with the brand in 2012 to manage all proactive and reactive media announcements regarding their property as well as source opportunities to leverage Fridcorp's profile both as a company and that of its key employees.

Stories told

Mkt. successfully collaborated with media in the property, design and lifestyle space through a strategic and tailored press office to generate positive media coverage across both developments for a series of announcements including the completion of lilli; sales of lilli's retail and commercial spaces, the opening of 'George Calombaris' Mama Baba restaurant and of Two Birds One Stone café, and the construction commencement of Fridcorp's Avenue development.

In addition to focusing on Fridcorp's developments, Mkt. also crafted stories across the Fridcorp business, offering council when potential inflammatory and/or beneficial opportunities arise, preparing copy for the company website, developing strategies for company acquisitions as well as presenting opportunities for Professional profiling of company Directors.

Examples of headlines we secured/pitched included:

- "it's a lilli life"
- "Two Birds One Stone fly to town to open in Fridcorp's lill development"
- "Liquid gold - Fridcorp delivers yet another attainable luxury development to Melbourne's most prominent intersection"
- "An avenue to the city...Fridcorp to deliver riverfront hotspot in South Yarra to accommodate change in lifestyle, change in living..."

Happily Ever After

- The stories we've told: **57**
- Those who have read our stories: **3,336,863**
- Coverage highlights: **The Age/Saturday Age, (Domain, Business Daily and age.com.au), Herald Sun/Sunday Herald Sun, (Commercial Property, Real Estate liftout, heraldsun.com.au), The Australian, AFR, BRW, Property Review Weekly, Stonnington Leader and Property Observer**



Mkt.