

Up Property



Prelude

With a number of exciting iconic developments that are set to transform and breathe life into local areas, Up Property saw an opportunity to tell the story of each of their projects through the power of PR. The focus was on increasing their brand profile, along with announcing and raising awareness of key projects to increase enquiries and relationships with potential tenants and businesses.

Stories told

With extensive experience in PR for project developments and commercial property, Mkt. Communications assisted Up Property across three key areas: the Up Property masterbrand, Morris Moor project announcements (previously the site of the Phillip Morris manufacturing facility in Moorabbin) and the Geelong portfolio, which included a number of commercial redevelopments.

Mkt. worked to develop numerous media stories for each of these areas, with a large focus on property and local media to raise the profile of each development, drive enquiries and engage the community around what was happening at these iconic sites. Our collaboration with Up Property was the brand's first PR engagement, which was an exciting opportunity to be able to build awareness and understanding of the brand, its credentials and its founder, Adam Davidson, amongst local and national media.

A key component of the campaign was the launch of the masterplan for Morris Moor focusing on new announcements as the build began such as tenant agreements and/or partner appointments. Results were achieved across prominent property, architecture and metro titles. In addition, Mkt. supported the brand's regional projects in Geelong with announcements around property partnerships involving key football personalities and their partnership with Renew Geelong – a collaboration with local council seeing artists transforming commercial spaces being unused at the time.

Happily Ever After

- The stories we've told: **52**
- Those who have heard and seen: **35, 836, 745+**
- Coverage Highlights:
 - **2x feature exclusives with the Australian Financial Review**
 - **Herald Sun**
 - **Geelong Advertiser**
 - **Skye News**
 - **Property Observer**
 - **The Urban Developer**
 - **Architecture AU**

