

CHURCHLANDS

CASE STUDY

1



Acuity was appointed by the client to revitalise the sales and marketing campaign on this \$33 million project, and to raise the project's public profile and lift sales performance during the construction phase.

After receiving a detailed brief from the group, Acuity set about analysing the market research available to it and formulating a marketing strategy. As the same time it worked up a marketing budget for the project covering every aspect of marketing costs associated with a modern marketing campaign. Upon being given the go ahead Acuity set up an onsite display, established an on-site sales presence and commenced marketing. Acuity has since sold 75% of the project and is now 50% through the final stage.

LOCATION	Brisbane Northside
CLIENT	Chase Properties
PROJECT TYPE	86 Townhouse development
PROJECT VALUE	\$33,000,000

TEAM INVOLVEMENT:

Marketing and sales

STATUS Stages 1-3 complete

STAGE 4 Stage 4 in presale

CHALLENGES ENCOUNTERED THROUGHOUT THE PROJECT INCLUDED;

- Revitalise the project sales and marketing campaign
- Building confidence in the project with a sceptical local community.
- Adjusting product mix and type throughout the project to meet ever changing market demand.

SERVICES PROVIDED TO THE DEVELOPMENT GROUP TO DATE INCLUDE;

- Analysis of existing market research
- Marketing strategy creation
- Marketing budget preparation
- Marketing materials creation and supervision
- On site display set up
- Project sales
- Sales management and administration