

CASE STUDY

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CASCADES BY THE BAY



Our client appointed Acuity to manage the sales and marketing campaign for its \$14M Bayside mid-rise apartment project.

After undertaking extensive market research Acuity advised the client to review the existing development approval. Once agreed Acuity worked with the development team to amend the plans changing the product type and mix to better reflect market expectations.

At the same time Acuity set about preparing a marketing strategy and marketing budget for the project. Acuity prepared a cost effective set of marketing tools and collateral including a brochure, comparison analysis, e flyers and press advertisements. Acuity also arranged the onsite display set up, established an on-site sales presence and commenced marketing.

LOCATION	Brisbane Bayside
CLIENT	QPD Group
PROJECT TYPE	Residential mid rise
PROJECT VALUE	\$14,000,000

TEAM INVOLVEMENT:

STAGE 1:	Project marketing and on site sales
STATUS	Presale level reached. Construction commencing soon

CHALLENGES ENCOUNTERED THROUGHOUT THE PROJECT INCLUDED;

- Defining the right product type and mix combinations.
- Managing customer expectations.
- Building confidence in the project in a sceptical market environment

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