

## CASE STUDY

## 3



<b>LOCATION</b>	Brisbane Central
<b>CLIENT</b>	Brisbane based developer
<b>PROJECT TYPE</b>	Belise –228 apartment high rise residential tower project
<b>PROJECT VALUE</b>	\$110,000,000

**TEAM INVOLVEMENT:**

Project marketing and on site and investment sales

**STATUS** Project is in presale mode

Acuity was appointed by our client to the sales and marketing campaign on its \$110M Brisbane project which would set the bar for quality and value for money in inner north Brisbane.

Acuity was appointed to breathe new life into the marketing of this multi-million dollar project which had been quietly on the market for a period prior to our involvement.

Acuity were excited to rise to the challenge of making the marketing, on site and in the media, fresh and new to help the developer reach the required level of presales. Acuity set about securing a detailed brief from the client, analysed the available market research and formulated a marketing strategy. At the same time Acuity worked up a marketing budget for the project covering every aspect of marketing costs associated the campaign and taking into consideration the developers budget.

Acuity prepared a full suite of marketing tools and collateral including corporate brochure, electronic marketing materials, investment brochures and competitor comparison analysis. Acuity also facilitated the set up of an onsite display.

**CHALLENGES ENCOUNTERED THROUGHOUT THE PROJECT INCLUDED;**

- Revitalising the project
- Adjusting product mix and type throughout the project to meet market demand.
- Building confidence in the project within a sceptical marketplace

**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
- Investment sales – local and international
- Sales Management and Administration