

CASE STUDY FIVE Payce

Background

Márton Jakab was the Marketing Director for Payce, an apartment and estate developer in Sydney. The key project being sold at that time was The Waterfront at Homebush Bay.

The multi-million dollar project was being built in stages and will when complete, house thousands of residents, many of which already live on site.

For many years, The Waterfront at Homebush Bay was using the “best kept secret” marketing strategy and not spending any money on lead generation. Rather on events hoping to attract buyers.

The objective was to increase apartment sales.

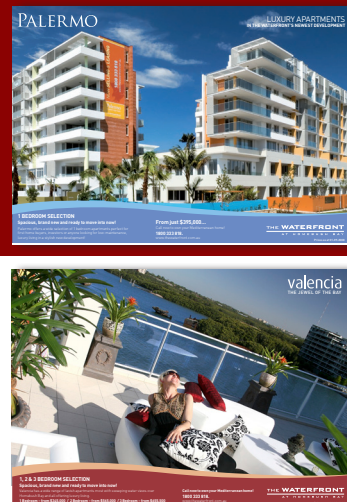
Project Scope

- Managed the marketing department of 7 staff.
- Wrote and implemented the new marketing and communications plan for the development
- Managed the marketing of the small Piazza located within the development
- Produced new marketing collateral, web site, press advertisements, direct mail campaigns, media placements, PR, launch events, monthly newsletters, photo shoots, marketing workshops, sales office displays, signage, shopping centre marketing, Electronic Direct Mail campaigns, a new Agents Pack as well as a new DVD of the development
- Wrote a new CRM strategy for the database.

RESULTS

- Generated over 1000 sales leads in 10 months and over 60 sales within this period
- Increased brand awareness of The Waterfront at Homebush Bay due to a substantially bigger advertising presence in the media and real estate web sites
- PR presence in key media publications such as the Sydney Morning Herald, Financial Review, The Australian and local newspapers generated interest in the product and attracted more investors.

“Payce needed a creative marketer to come in and work with sales and myself to generate leads, sell apartments and put The Waterfront at Homebush Bay on the map. Márton really made this happen and I would recommend him to anyone.” Basil Klevansky ex-General Manager Payce



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