

CASE STUDY THREE Meriton

Background

Meriton is one of the largest apartment developers in Australia.

Prior to forming MJ Marketing Group, Márton Jakab was the Marketing Director for Meriton, reporting directly into billionaire Mr Harry Triguboff.

The business at the time, was going through a quieter construction and sales period due to the imminent Global Financial Crisis and rising interest rates. Housing affordability was low and investors were dropping off.

It was time to re-fresh the way Meriton marketed and sold its apartments.

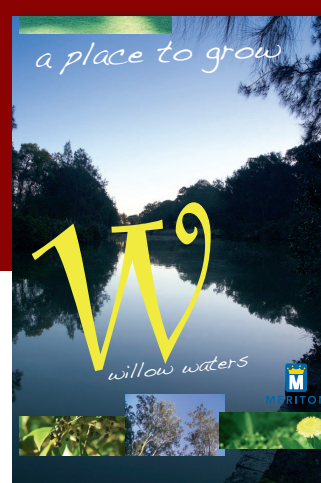
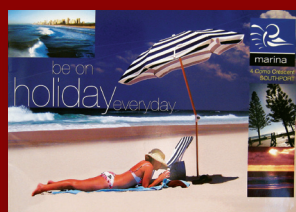
Project Scope

- Managed the entire marketing and communications for 10 development sites across Sydney and the Gold Coast
- Also managed the marketing and communications for the Meriton Serviced Apartments division
- Worked closely with 20 sales staff across the 10 sites
- Managed all PR for Meriton
- Responsible for all marketing related to commercial sales and leasing
- Responsible for marketing expenditure in excess of \$2.5 million.

RESULTS

- Developed a new positioning line for Meriton “making luxury apartments affordable”
- Successfully launched 6 large development sites.
- A 40% increase in leads directly attributed to a revised marketing mix
- Due to this re-allocation of the marketing budget, Márton saved the business \$600,000 in the first 12 months alone. Hence, reducing the cost per lead and cost per sale
- All development sites were better branded and marketing collateral standards improved.

“Márton was the perfect marketer to make changes at Meriton because he had fresh ideas and the confidence to deal with Mr Harry Triguboff. He shook up the way that we marketed our products for many years and it worked. I still work with Márton now because he is extremely methodical, strategic and creative.” **Jim Keats - ex-Sales Director Meriton**



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