

WOODVILLE WEST

MOODNITE ME21

The Client:

Housing SA - The Square Woodville West.

Project:

The Square Woodville West – Launch Event.

Project Overview:

The Square at Woodville West is the first major urban renewal development project launched by Housing SA (Government of South Australia) to address the challenges and opportunities recognised in the 30 Year Plan for Greater Adelaide. There are high expectations for this \$130 million dollar property development which acts as a case study for future projects including Bowden and Tonsley Park re-development sites.

The development offers a mix of low and high density residential housing products that are new to the Adelaide market and local area. Central to the project is a community square and proposed light commercial/retail precinct.

A three storey viewing tower in the community square provides a platform for buyers and the local community to view the development as construction continues.

The Business Problem:

To officially launch this significant and new style of inner suburban multi mix development to the market during a very difficult and flat property market.

Objective:

Effectively launch the development and obtain sales enquiry.

Campaign Strategy:

Developed an on-site, community day that showcased the development and provided a taste of cosmopolitan living 'Inside the Square.'

The Minister launched the project with selling agents and the project team available for questions.

In creating the right atmosphere and the buzz of community life for one day, The Square came alive with live jazz bands, baristas serving lattes, Copenhagen ice cream, wood fired pizzas and fresh pastries.

People were encouraged to climb the tower and take a birds eye view look at the development, its central location and elevated 180 degree city to coast aspect offered from the upper level dwellings.

The strategy was to favourably present the project to the community and kindle potential sales interest.

Creative Strategy:

Leveraging off the 'Think Outside The Square... Live In It' brand position, playfully engaging creative was developed to stand out and tempt people to 'Take a LOOK.'

The 'Take a LOOK inside The Square' creative was colourfully designed and strategically placed to grab the broader market and surrounding communities' attention.

The campaign utilised a two station radio buy, Advertiser & Messenger press EGN and classified ads as well as localized billboards, direct mail drops with temporary arterial street corflutes on the day.

Consumer Proposition:

Take a LOOK inside The Square.

Deliverables:

- Radio, 2 station-buy 30 second ad
- The Advertiser, EGN
- The Advertiser, Real Estate Lift-out, Open Inspection seven suburb-specific classified ads
- Messenger, Weekly Times
- Messenger, Portside
- Supersite billboard
- Local Corflute signage, installed and removed on the day
- Signage for the Tower and Project Central
- Sandwich board signage
- A5 flyers
- A4 posters
- Individual product signage illustrating housing options (with floorplans) x 5

Project Outcome:

- 250+ people attended the event.
- Approximately 180 people approached the sales people and requested further product information.
- 32 parties registered an interest to purchase
- 3 parties signed a letter of intent (to purchase).
Event Coordinators had to turn people away to close the launch.
- The launch attracted invaluable media attention including free TV News coverage that night.

Agency Team Included:

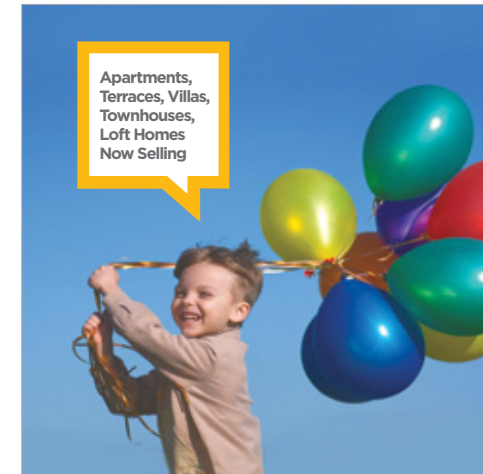
Linda MacAuley	Strategy Planning
Heath Riggs	Art Director & Design
Roger Keynes	Copywriting
Kerry Lycett	Client Service

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Press – Classified Ads



Think outside the square. Look inside.

Saturday 8th October 11-3pm

The Square is the new place in Adelaide to buy the new urban lifestyle. Choose an apartment, a terrace home, a townhouse, a lane villa or a cool, new loft home.

JOIN US and our baristas for lattes, pizzas, cool jazz, ice-cream, entertainment and activities at the launch of The Square Woodville West. Be one of the first to see a whole new way of living for inner urban Adelaide.

IMAGINE interconnected streets, paved lanes, smart street lighting, open spaces to enjoy, a cafe to meet friends and dream of Sunday markets for local artists and outdoor music. **It's under construction at The Square.**

See you at The Square, Sweeney Tce, Woodville West. Enter off West Lakes Blvd.

THE SQUARE
AT WOODVILLE WEST
Call 1300THESQUARE
thesquarewoodvillewest.com.au



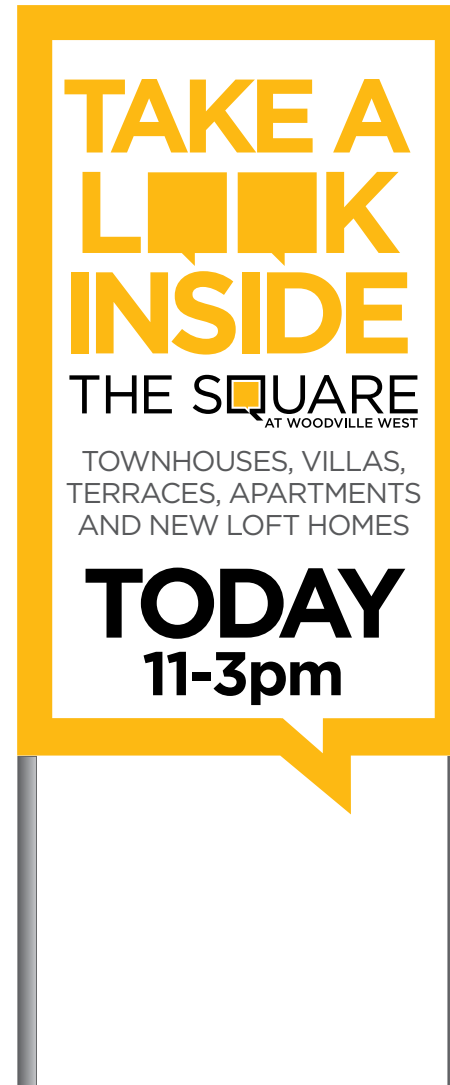
Press

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Hoarding



Roadside Corflute Signs



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WOODVILLE WEST

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Billboard

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Site Tower



Brocks Tent



The Launch Event

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The Launch Event



Affordable Housing Tent

