

GROWTH | RETURN | RESULTS



PDPR  
MARKETING *and* CREATIVE

# ABOUT

## PDPR MARKETING AND CREATIVE



*Directors Briana Cicchelli  
and Annika Launay*

WITH OFFICES IN QLD AND NSW, PDPR IS ABLE TO SUPPORT YOUR IN-HOUSE ENDEAVOURS WITH A SKILLED TEAM OF PUBLICISTS THAT DELIVER DEDICATION, KNOWLEDGE AND EXPERTISE.

PDPR MARKETING AND CREATIVE IS A LEAD COMMUNICATIONS AGENCY THAT PROVIDES A COMPLETE RANGE OF INTEGRATED MARKETING SERVICES THROUGHOUT AUSTRALIA AND THE ASIA PACIFIC REGION.

Experts in the CORPORATE CONSUMER space, our eventing, social media and digital capabilities sit within our fully integrated PR service model, delivering dynamic, intuitive and responsive solution to all your communications requirements.

Our PR programs and campaigns all have the same ingredients: great storytelling, multiple tactical layers, dedication, extensive media relations, and an innovative approach.

By creating strategies that include harnessing the proven power of traditional PR, we help our clients build brand awareness and drive growth.

### **WHAT CAN YOU BE ASSURED OF?**

A dedicated, professional and experienced marketing partner that brings holistic strategy, creative vision and meticulous positioning to every campaign to ensure superior ROI.



# CLIENT SNAPSHOT

## PROPERTY



## RETAIL



## TOURISM



## GOVERNMENT



## ASSOCIATIONS



## HOSPITALITY



## FASHION + BEAUTY



## AUTOMOTIVE



# FMCG: NATURALENA BRANDS

## PUBLIC RELATIONS

### THE CLIENT

Naturalena Brands is the Australian founded and owned parent company of Happy Little Camper and Veeda. Launched in 2013, it is the fastest-growing personal care business with plant-based, organic, and natural products in North America; it currently has over 50,000 points of distribution. The company provides three key products; Baby Care, Feminine Care, and Incontinence Care.

### THE BRIEF

The brief was to undertake Australian public relations coverage for the official announcement of US celebrity Hilary Duff as the Group's Chief Brand Officer.

### DELIVERABLES

Public Relations

### RESULTS + COVERAGE

11 individual pieces of press were achieved across all major national outlets. This included;

- Kyle and Jackie O Show
- New Idea Magazine
- Today Show
- Today Show Extra
- Courier Mail

This coverage reached a cumulative potential reach of 1,528,036 and an ASR of AUD\$374,567



# NAWIC

## PUBLIC RELATIONS

### THE CLIENT

The National Association of Women in Construction is the peak body for women in the Australian construction industry. NAWIC advocates, educates, empowers and connects.

### THE BRIEF

PDPR was bought on board to deliver multiple marketing solutions including social media, marketing and public relations in a long-term contract designed to deliver steady brand growth and voice amplification throughout the industry.

### DELIVERABLES

Social Media  
Internal Communications  
Graphic Design  
Public Relations

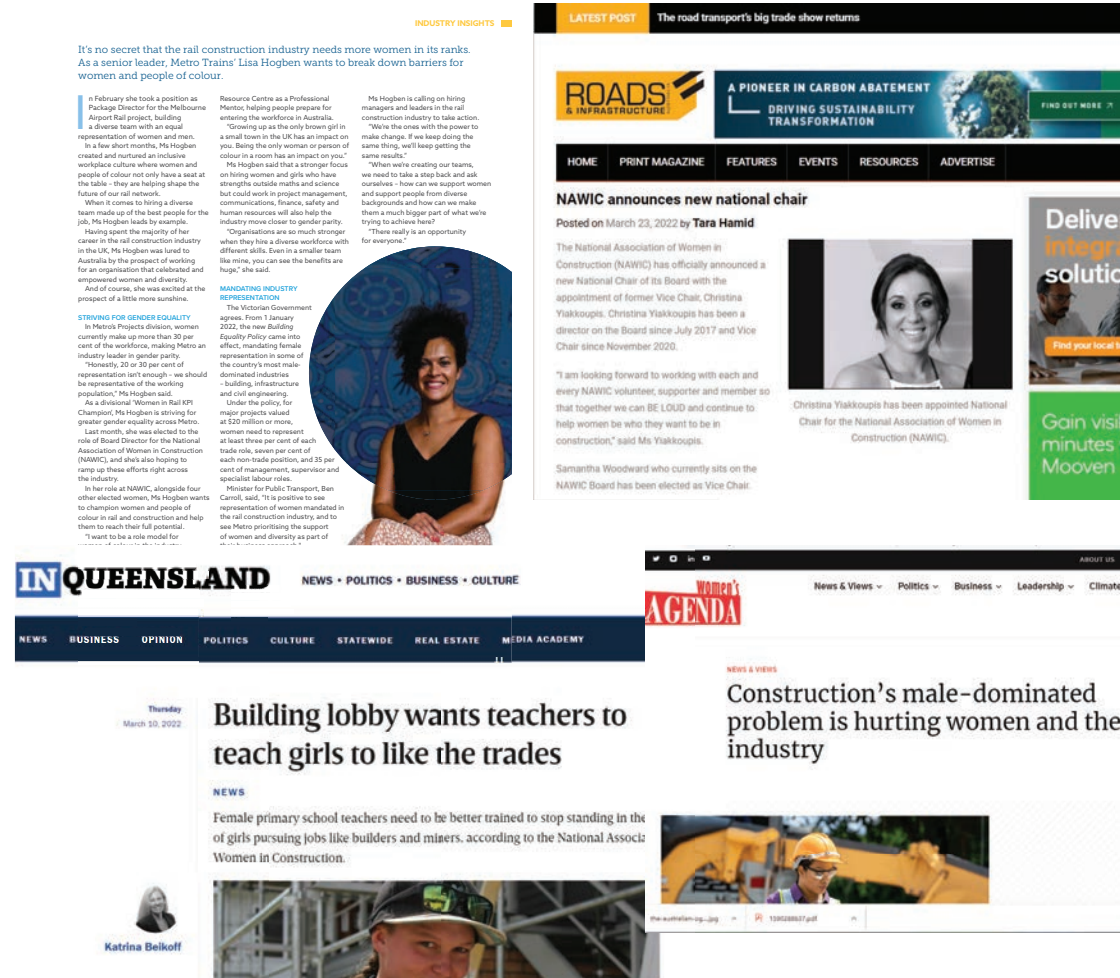
We also completed an entire rebrand for the Association in 2021, this included a new logo, colour palette, fonts and style guide as well as individual items including pullup banners, social tiles and presentation templates.

### RESULTS + COVERAGE

Steady year-on-year growth in all sectors has been achieved.

Within public relations, the 2021 average was 13 pieces published per month with an average monthly AVE value of \$138,990.

This is a ROI of 3,270%.





# TOURISM: AORE ISLAND RESORT

## PUBLIC RELATIONS + SOCIAL MEDIA

### THE CLIENT

Aore Island Resort is a luxury, boutique island resort in Vanuatu. The Resort caters to those who are looking for an active escape and a tranquil place to relax and unwind.

### THE BRIEF

The brief entailed showcasing the resort's stunning features through professional photography, social media and public relations to drive brand awareness and raise the profile of the Resort at a national and international level.

### DELIVERABLES

Public Relations  
Photography  
Content Creation  
Social Media Management

### RESULTS + COVERAGE

- PR value gained over 12 months - ASR of AUD\$230,000
- From under 500 followers to the most followed hotel in Vanuatu
- Click-through rate 30% above the industry average
- Engagement score 10 times the global standard
- 700 new followers per month on average



# RETAIL: HOME CO.

## IN-CENTRE ACTIVATION

### THE CLIENT

Home Consortium is a wholly Australian-owned property group, backed by some of Australia's most successful retail organisations. There are 30 centres across five states under the HomeCo brand, offering a unique mix of everyday needs and inspired lifestyle brands, with many anchored by national supermarkets

### THE BRIEF

The Family Fun Day campaign was a three-store experiential activation that delivered key messaging to position the centres not only as a destination of choice for local shoppers, but also promote Home Co. as a property group of choice.

With these objectives, PDPR executed the three Family Fun Days across two separate dates, combining activations that successfully helped drive brand awareness, incentre purchase and return visitation.

**“Working with Clara, Briana and the PDPR team has been nothing short of fantastic! The team is efficient, well organised and really understands our company and the market we are within. The event management and PR experience of the team ensures that our events are well planned and advertised. Not only that but the team offers a huge range of other expertise that can be utilised including PR, marketing and branding campaigns and much more! We will continue to work with PDPR for upcoming events and future projects.”**

**Nicky Bell**, *Marketing Executive* - Home Consortium





# GELATISSIMO

## PUBLIC RELATIONS

### THE CLIENT

Gelatissimo is an Australian-owned franchise chain with over 40 stores throughout Australia and 26 in overseas locations including Singapore, Saudi Arabia, China and most recently the United States.

### THE BRIEF

PDPR was bought on board to bring public relations expertise to the small yet dynamic inhouse marketing team.

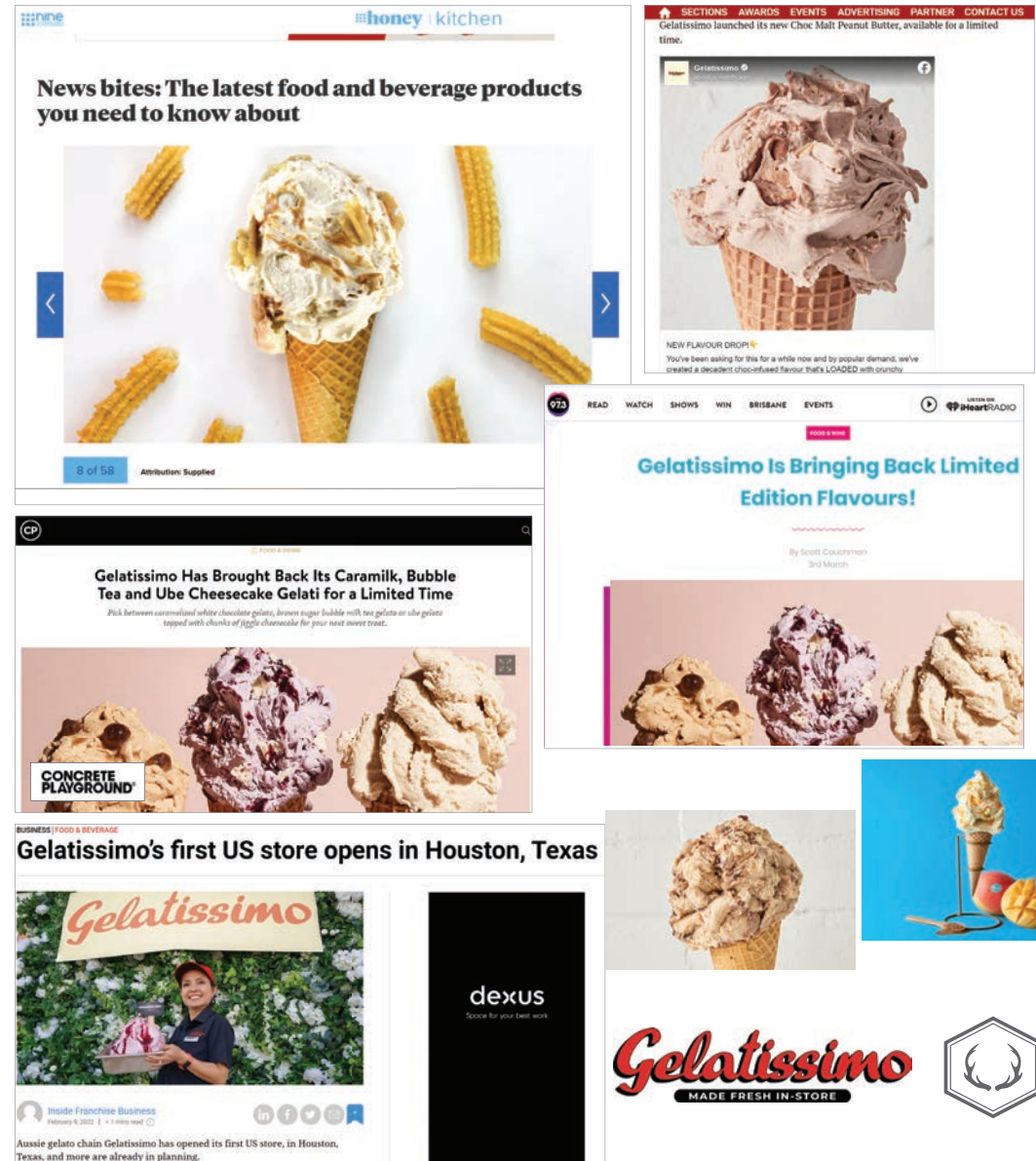
### DELIVERABLES

Over the last year we have successfully delivered over 30 individual public relations campaigns and industry news pieces as well as provided influencer contacts, brand connections and proactive marketing ideas. We have worked in a collaborative manner with the inhouse team which has achieved outstanding results as a group.

### RESULTS

Steady results have been maintained throughout the year, with a 2021 monthly average being 22 pieces published with an average reach of 466,379 and an AVE of \$315,767.

This coverage includes tv, radio, print and digital across general, industry and food-specific outlets.





# AUTOMOTIVE: WESTSIDE BMW

## INFLUENCER CAMPAIGN

### THE CLIENT

Westside BMW promises to deliver outstanding customer service and exceptional value; priding themselves on providing a complete BMW experience that is second to none. The Westside BMW dealership covers 5000 square metres and boasts up to 70 new and used BMWs.

### THE BRIEF

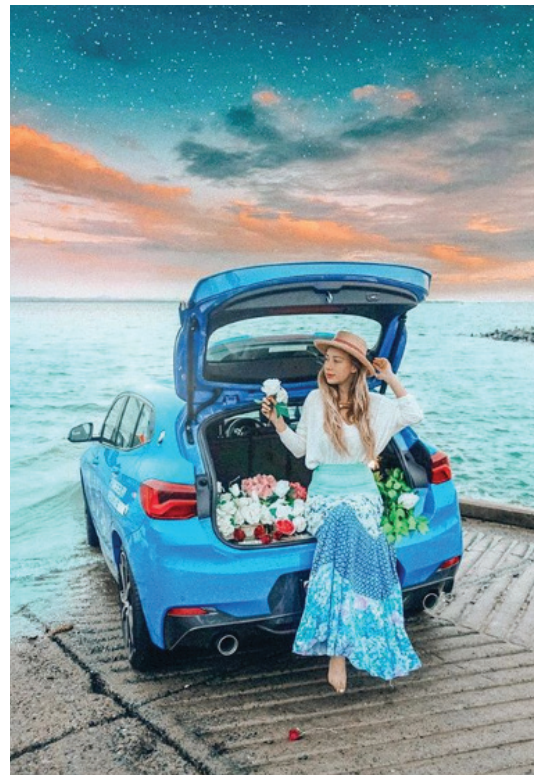
Westside BMW engaged PDPR to utilise digital marketing strategies to generate sales, promote the dealership and raise awareness of its geographical location. Featuring the recently launched BMW X2, PDPR designed and executed a 12 week test drive campaign promoting the model and the dealership online.

### DELIVERABLES

Digital Influencer Engagement + Management  
Content Creation  
Photography  
Sourcing + Logistics

### RESULTS

**A unique 12-week campaign with digital influencers from our influencer portfolio the@LIST, that garnered over 64k views, 35.6k likes and exposure to a loyal following of 550k.**



**Westside BMW**



# PROPERTY: MACROPLAN

## PUBLIC RELATIONS

### THE CLIENT

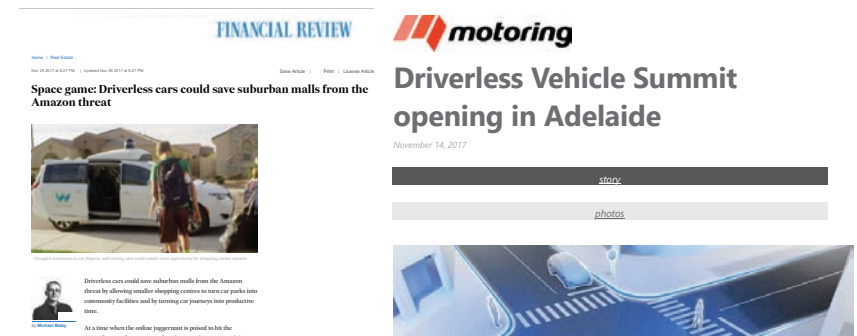
MacroPlan provides value to important property, planning and economic development projects. Their national team of dedicated, award winning professionals provide economic analysis, strategic and statutory planning, in-depth research and specialised advisory services to all property sectors.

### THE BRIEF

To support the Macroplan marketing team in delivering a successful launch through creating PR opportunities both at a national and local level. Additionally, to raise the profile of Brian Haratsis within the Australian market as Australia's leading proptech specialist.

### RESULTS

The six week campaign generated over AUD\$70,000 value in coverage across television, print and radio including Sky News, ABC Radio Melbourne and the Financial Review.



# GOVERNMENT: GREEN HEART FAIR

## PUBLIC RELATIONS

### THE CLIENT

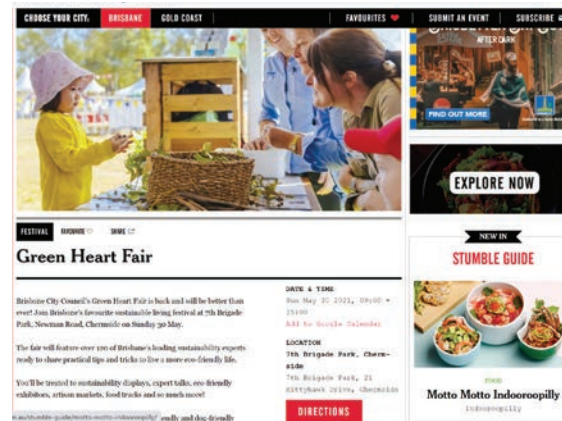
Brisbane City Council's Green Heart Fairs are Brisbane's favourite sustainable living community events! The fairs feature over 120 of Brisbane's leading sustainability experts ready to share practical tips and tricks to help our communities to live a more eco-friendly life. Visitors can experience sustainability displays, workshops, eco-friendly products, free native plants, artisan markets, live entertainment, food trucks and more.

### THE BRIEF

To support Brisbane Sustainability Agency in delivering a successful event through creating PR opportunities at a local level and to raise the profile of key suppliers and stakeholders, including the Lord Mayor. A key element of the campaign is to provide all event details to the community via comprehensive event listings to promote ease of attendance.

### RESULTS

The six week campaign generated over AUD\$191,363 value in coverage with 34 pieces of content across television, print, digital and radio.



GREEN HEART FAIR

Brisbane City Council's Green Heart Fair will inspire residents and businesses to become waste warriors at home. To be held at Chermide on Sunday, people can learn how to create a green home and garden with sessions from sustainability experts including Green Living Australia and Bee One Third. The event is set to encourage more people to reduce waste at home by highlighting ways to reduce waste for a more sustainable life. Lord Mayor Adrian Schrinner (pictured above) says: "When it comes to sustainability, we all have to start somewhere, and small, everyday decisions by households will continue to have a big impact on our city's sustainability." The event will be held at 7th Brigade Park, Newman Road, Chermide from 9am to 3pm.

#### SUSTAINABILITY TOPS AT GREEN HEART FAIR

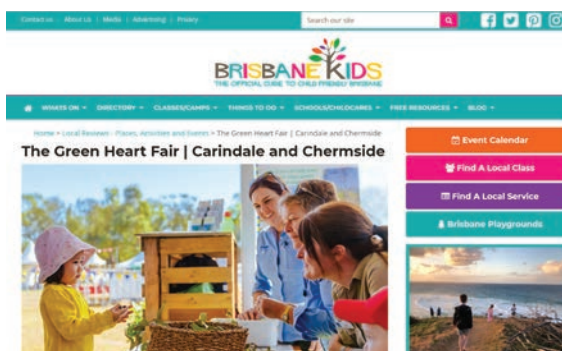
FREE native plants, sustainability experts and practical tips to live a more eco-friendly life will be on the agenda when Brisbane City Council's Green Heart Fair returns to Chermide this month.

More than 120 Brisbane experts in innovative environmentally-friendly products and services will cover everything from composting tips to how to keep bees at home.

Talks will cover a range of sustainable living topics, food trucks will have more plant-based food options than ever before, and visitors can take home two native plants to grow at home or in their community.

There will be 3000 free native plants given away on a first-in, first-served basis at the Council marquee. Other highlights include:

- Learn how to create a green home and garden with sessions all day from sustainability experts including Green Living Australia and Bee One Third.
  - Be inspired to reduce your waste at home as the Waste Zone highlights ways to reduce waste for a more sustainable life.
  - Grow your green thumb at Grow Zone by learning how to keep bees at home.
  - Move for Less by test driving electric scooters, check out electric vehicles and learn more about sustainable travel.
  - Brisbane's best artisans will showcase their finest collections of locally handmade trinkets at stalls
  - Live music
- 7th Brigade Park, Newman Rd, Chermide. Sunday, May 30, 9am-3pm. Visit [greenheartfair.com.au](http://greenheartfair.com.au)





# RETAIL: WINTERGARDEN BRISBANE

## PUBLIC RELATIONS

### THE CLIENT

Wintergarden is a shopping mecca located in the heart of Queen Street Mall in Brisbane, Queensland. Home to a number of flagship retailers including Mecca Maxima, Seed and Nespresso; and in addition the newly launched COS direct from London. It is complimented by a hub of specialty stores and a lifestyle and leisure precinct.

### THE BRIEF

To support the Wintergarden and ISPT marketing teams in delivering a successful launch of the international retailer, COS in Queensland and driving traffic for Wintergarden's 2018 Black Friday Sales campaign by creating multiple PR opportunities.

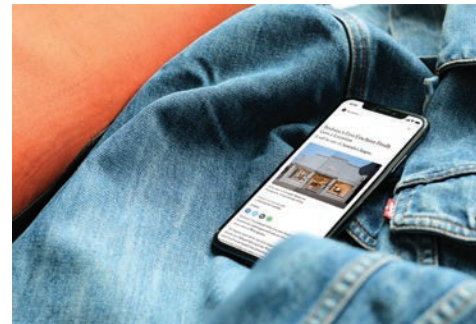
### COVERAGE

Channel 7  
Broadsheet  
Courier Mail  
Concrete Playground  
Urban List  
Shopping Centre News  
Indulge Magazine  
Weekend Edition

Hobart Mercury  
Townsville Bulletin  
Geelong Advertiser  
Tasmanian Mercury  
Cairns Post  
Herald Sun  
Daily Telegraph  
Adelaide Now

### RESULTS

- An AVE value of over AUD\$245k



Black Friday at Wintergarden



COS OPENING

Published on October 26, 2018 | In Fashion, Play  
Brisbane's Wintergarden will be home to international fashion brand COS (Collection of Styles), opening its first Queensland flagship store on Friday 16 November, making this its seventh store in Australia.



# GOVERNMENT: REGIONAL FLAVOURS

## PUBLIC RELATIONS

### THE CLIENT

Regional Flavours Festival is produced by South Bank Parklands and Brisbane Marketing, and presented by the Courier Mail. It is Australia's largest free foodie event held in Brisbane's South Bank each year.

### THE BRIEF

The project brief encompassed a complete and comprehensive public relations campaign for Regional Flavours 2019,

On day management was also provided, with team PDPR on ground throughout the Festival to assist with live news crosses and coverage.

### DELIVERABLES

Public Relations (KPI Target \$1 million in AVE)  
Media Liaison  
Event Management  
Stakeholder Engagement  
Photography  
Emcee and Hosting

### RESULTS

The 2019 Regional Flavours public relations Campaign delivered AUD\$1,449,265 total AVE value across 286 individual pieces of coverage.



# WHAT WE DO

WHETHER OUR CLIENT IS A PROPERTY DEVELOPER, A RESORT, A LOCAL GOVERNMENT OR A MAJOR RETAIL CENTRE, WE HAVE THE INSIGHT, EXPERIENCE AND CONTACTS TO DELIVER COMMUNICATIONS CAMPAIGNS WITH REAL PUNCH, WOW FACTOR AND ABOVE ALL, MEASURABLE RESULTS.

## **Marketing Strategy**

- Strategy + Integrated Planning
- Topline Consultancy
- Campaign Management
- Brand Partner Engagement
- Media Planning + Purchase
- Ambassador Endorsement
- Strategic Partnerships

## **Brand Development**

- Brand Identity Creation
- Brand Re-alignment and Re-fresh
- Logos and Brand Suites

## **Public Relations**

- Media Liaison
- Press Days + Media Famils
- Influencer Engagement
- Monitoring + Measuring
- Product Placement

## **Social Media**

- Social Media Strategy + Management
- Content Creation
- eCommunications
- Blogger Engagement


## **Creative Content**

- Copy Writing + Editorial
- Photography
- Graphic Design + Branding
- Branded Assets
- Corporate Collateral

## **Experiential Marketing**

- Retail Pop-ups + Activations
- Placemaking Experiences
- Product Launches + Showcases
- Promotional + Open Days
- Media Famils + Influencer Events



An aerial photograph of the Sydney Harbour Bridge and the Sydney Opera House. The Opera House is on the left, with its iconic white, shell-like roof. The water is a deep blue-green. In the foreground, a blue and white ferry is moving across the water, leaving a white wake. The Sydney city skyline is visible in the background, with various skyscrapers and buildings. The text is overlaid in the center of the image.

OUR GREATEST STRENGTH IS OUR  
ABILITY TO CONCEIVE OF, AND  
DELIVER, TOPLINE STRATEGIES  
THAT COMBINE MULTIPLE  
MARKETING STREAMS TO  
ACHIEVE A CLEAR OVERARCHING  
VISION, TANGIBLE RESULTS AND  
A REAL CONNECTION WITH  
THE TARGET AUDIENCE.

BRISBANE | SYDNEY  
ASIA PACIFIC



[WWW.PDPR.COM.AU](http://WWW.PDPR.COM.AU)