



# Marketing Campaign

**2011**

**Property Investor Show &  
Home Buyer & Property Investor  
Shows**

<b>PERTH:</b>	<b>19 – 20 March</b>
<b>SYDNEY:</b>	<b>5 – 7 August</b>
<b>MELBOURNE:</b>	<b>7 – 9 October</b>

13th January, 2011

# 2011 Marketing Campaign

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The Marketing Campaign has been developed with one objective in mind – to entice and attract thousands of active and aspiring home buyers and property investors, hungry for information and ready to buy.

We will invest heavily in mainstream media and hard hitting below-the-line promotions and following is an overview of the major activities we have planned for the 2011 shows.

## **STARCOM**

One of the world's largest and most celebrated brand and media communication companies will be working closely with us in planning the advertising campaign for 2011. We will once again be increasing the media spend as well as implementing a hard hitting below-the-line promotion – following is a brief overview of the major activities.

## **NEWSPAPERS**

Major daily and national newspapers across will provide the key press platform for event promotion to effectively inspire and deliver your core markets to each show. The campaign will run in the weeks prior to each event and will incorporate high impact colour advertisements, lift-out features, special promotions and ticket offers within early general news as well as the weekend investor sections that are actively consumed by your core markets. The press campaign will cover the West Australian, Sydney Morning Herald, Daily Telegraph, The AGE and The Herald Sun.

## **DEDICATED PRE-SHOW LIFT OUTS**

We are excited to announce that once again, a dedicated lift-out will appear in The Age and Sydney Morning Herald in the AFR Investor section on the Sunday before the Melbourne and Sydney events and in the West Australian's Wednesday "West Business" section for the Perth event. The lift-outs will also double as the Show Guide with full event details and will be handed out at the entrance to the event.

## **MAGAZINES**

Full page, full colour advertisements, features and promotions are already appearing across a number of high-profile, targeted consumer titles, including **Australian Property Investor Magazine, Money Magazine, Smart Investment Property Magazine, Your Mortgage, Your Investment Property, Smart Investor** and **Wealth Creator**.

We have also established strong marketing partnerships with these magazines to ensure we obtain extensive editorial coverage, with reader competitions and ticket offers to maximise our stand out in these important titles.

## **RADIO**

A saturation campaign with 30 second spots over 2 weeks on leading AM and FM stations will run in each state during peak morning and afternoon drive time to maximise event awareness and advanced ticket sales.

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## **PAY TV**

Promotions will be run on major Pay TV station that our market consumes including Sky News, Sky Business, Bloomberg and Your Money Your Call.

## **INTERNET PROMOTIONS**

Our dedicated website for the Show at [www.homebuyershow.com.au](http://www.homebuyershow.com.au) will contain all the information regarding the event; including: blog information, speaker videos on You Tube, detailed information on our Free Seminar Program, Lounge with the Experts Program, Exhibitor List, plus an option to pre-book tickets.

The website address will be promoted extensively throughout all elements of the marketing campaign to drive traffic and provide all the information any potential visitor might need to ensure they attend. The website received thousands of hits over a three month period leading up to the show last year and provides substantial exposure for the companies exhibiting.

We will also be running a highly visible campaign across major real estate websites including real estate agents sites, domain.com.au and realestate.com.au plus major search engines in the weeks prior to the event with full colour leader board and skyscraper advertisements.

## **ASSOCIATION MARKETING**

We will be working closely this year on cross-promotional marketing activities with key Industry Associations including the **Property Investment Professionals of Australia (PIPA)** and **Real Estate Institute of Australia (REIA)**. Promotions will include developing educational seminars targeted at these important member groups, special ticket offers, regular emails encouraging them to attend with editorial and advertisements within association magazines and websites.

## **TRADING & INVESTING SEMINARS & EXPO**

We will be actively promoting the Property Investor Show and Home Buyer & Property Investor Show across the extensive marketing campaign for this event and offering FREE entry for Trading & Investing Seminars & Expo visitors into the shows – this initiative will help ensure we deliver a large number of additional prospects to the Perth Property Investor Show and the Sydney and Melbourne Home Buyer & Property Investor Show *with money to invest*.

For event details visit: [www.tradingandinvestingexpo.com.au](http://www.tradingandinvestingexpo.com.au)