

MARKETING CAMPAIGN



2011

Home Buyer & Property Investor Show

Sydney Convention & Exhibition Centre

SYDNEY: 5 – 7 August 2011



Massive Marketing Campaign Assured to deliver your audience!

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.

Our marketing dollars are targeted towards mainstream media, which is complimented by a hard hitting below-the-line promotions campaign. Following is an overview of the major activities we have planned for the Sydney 2011 show.

PRESS

(Full colour adverts to appear in; Sydney Morning Herald, Daily Telegraph and Epoch Times).

Value of advertising \$514,929

MAGAZINES

(Full page, full colour adverts appearing in home buyer & property magazines; Money Magazine, Australian Property Investor, Smart Property Investor, Your Money and Your Investment Property).

Value of advertising \$50,000

RADIO

(Live reads, 30 second spots will run on high during peak morning and afternoon drive time on 2GB and ads to run on Australian Traffic Network sponsoring the traffic reports the week preceding the event).

Value of advertising \$40,000

INTERNET PROMOTIONS

(A highly visible campaign will run across major real estate websites such as; domain.com.au, realestate.com.au, rent.com.au, apm.com.au, realestateview.com.au, reinsw.com.au, apimagazine.com.au, isubscribe.com.au, yipmag.com.au, yourmortgage.com.au, ninemsn.com.au/theblock and hipages.com.au plus major search engines and full colour leader board and skyscraper advertising).

Value of advertising \$250,000

Plus

DOMAIN.com.au PROMOTIONS

(Extensive and dedicated promotions will be running across domain.com.au in the lead up to the event.

Value of advertising \$100,000

Plus

(Exclusive ticket offer to all Domain.com.au members and social networking sites (Twitter & Facebook)

Approximate value of ticket redemption (subject to number of redemptions) \$180,000

ASSOCIATIONS MARKETING

(Cross promotional marketing activities with key industry Associations including the **Property Investment Professionals of Australia (PIPA)** and **Real Estate Institute of NSW (REINSW)**. 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 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 which runs concurrently.

TOTAL VALUE OF MARKETING CAMPAIGN\$1,134,929
