

MARKETING CAMPAIGN



2012

Home Buyer & Property Investor Show

Perth Exhibition Centre

17 – 18 March 2012



Massive Marketing Campaign to Deliver a large & qualified audience!

The Marketing Campaign for the 2012 Perth event has been developed with one objective in mind – to entice and attract thousands of active investors, hungry for information and ready to buy your company’s products and services.

EMI spends over \$550,000 to get the visitors to the Perth Home Buyer & Property Investor Show and your company can reach this lucrative audience for less than \$3,900!

Our marketing activities include a massive mainstream campaign complimented by hard hitting below-the-line promotions. Following is an overview of the major activities we have planned for the 2012 Perth show.

PRESS ADVERTISING

Extensive adverts within **The West Australian** (our media partner) will be used to effectively inspire and deliver your core prospects to the show. The campaign will start 3 weeks before with teaser ads then heavy placement 2 weeks leading into the show incorporating high impact colour advertisements, a lift-out feature, special promotions and ticket offers. The show will also be especially promoted within the West Australian’s New Homes Lift-out and Weekend Realestate sectors actively consumed by your core markets!

Value of advertising..... \$130,000

MAGAZINE ADVERTISING

Full page, full colour advertisements, features and promotions will run in high-profile, targeted consumer titles such as **Australian Property Investor, Money Magazine, Smart Investor, Smart Property Investment Magazine, Your Investment Property** and **Your Money Magazine**. 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 brand in these important titles.

Value of advertising..... \$58,459

RADIO ADVERTISING

A saturation campaign with 30 second spots over 2 weeks on leading AM and FM stations will run during peak morning and afternoon drive time to maximise event awareness & advance ticket sales and we will also run ads on every WA station via the Australian Traffic Network with traffic report sponsorship during the week of the show.

Value of advertising..... \$15,000

INTERNET PROMOTIONS

Our website **www.homebuyershow.com.au** will contain all the information regarding the event including detailed information on our Free Seminar Program, Exhibitor Lists, how to get to the venue and an option to pre-book discount tickets. The website will be promoted extensively throughout all elements of the marketing campaign to drive traffic and provide all the information the potential visitor needs to ensure they attend. The website received over 75,000 hits in 2011 and provides substantial exposure for all exhibitors. We will also be running a highly visible campaign across major property and investing based websites and newsletters in the weeks leading up to the event, with banner advertisements, ticket offers and special promotions. Includes Realestate.com.au, yahoo.com.au/finance and the West.com.au and WestRealEstate.com.au

Value of advertising..... \$65,000



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PLUS DOMAIN.COM.AU PROMOTIONS

Extensive and dedicated promotions and exclusive ticket offer to all Domain.com.au members and social networking sites (Twitter & Facebook).

Value of advertising..... \$33,600

ASSOCIATIONS MARKETING

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

MARKETING VIA SOCIAL NETOWRKS

Extensive promotions will be implemented via key social media platforms including Facebook, Twitter, LinkedIn, YouTube and our own event Blogs. Promotions will include regular postings, fangates, special ticket offers, free seminar access and news updates, all encouraging attendance.

STARCOM & CLEMENGER

Starcom and Clemenger, two of the world's largest and most celebrated media and advertising communication companies will be working closely with us in planning, creating and implementing the Perth campaign. The combined experience of these two market leaders will ensure we not only select the most targeted media platforms possible to reach your market, but that the communication inspires them to attend the event.

TRADING & INVESTING SEMINARS & EXPO

We will actively promote the Home Buyer & Property Investor Show across the extensive marketing campaign for this event and offer FREE entry for Trading & Investing Seminars & Expo visitors as the show runs concurrently. Marketing spend via press, print, radio and on-line for the Trading & Investing Seminars & Expo is \$252,113.

TOTAL VALUE OF MARKETING CAMPAIGN \$302,059

**Total Value of Marketing Campaign plus Trading & Investing Seminars & Expo
co-promotion..... \$554,172**