Sky Communications International

City & Country Group - **The Galleries**

BRIEF

Our client was converting an historic, listed hospital in Essex into luxury apartments. Our brief was to generate positive awareness, minimise opposition to the development, help obtain planning permission and attract sales leads for the new homes across a broad range of target audiences. We were also contracted to monitor and avert any potentially negative media coverage within key titles.

Strategy and next steps

Following a detailed planning and messaging workshop with City & Country Group, Sky Communications International undertook a programme of activity which was designed to promote the conversion and renovation of the Grade II-listed Warley Hospital, as an exceptionally unique new homes development.

How we got there

Tactics implemented included a comprehensive programme of media relations which covered community, local and key stakeholder communications. PR activity was also designed to target the trade / business to business audience, ultimately raising the profile of the City & Country Group.

Focused attention was placed on:

- Unique homes available to buy
- Case studies
- Historical connections
- Sympathetic conversion
- Awards

Results generated over three years

Activity

- **32 story ideas and press releases formulated**

Results

- **25 national cuttings**
- **24 trade / consumer cuttings**
- **121 local media cuttings**