

Countryside Properties: **St Mary's Island**



BRIEF

The brief was to raise awareness of this development, located on a disused naval dockyard within an area of large scale regeneration, to generate sales and to achieve optimum prices.

Strategy and next steps

A comprehensive PR strategy was devised and implemented, to raise and maintain a steady flow of press interest over a sustained period of several years.

How we got there

The PR campaign was targeted towards the national press, the London / commuter press and the local media within the Kent area. Journalist site visits and case studies played an important role, as did highlighting the environmental credentials of the development.

The national media took great interest in this site as the development received £6.9 million of government funding, which was imperative to its success.

Now in its tenth year, the PR programme is still achieving consistently high levels of press coverage.

Results generated in one year alone

- 13 national cuttings
- 29 trade / consumer cuttings
- 3 international press cuttings
- 23 local media cuttings
- 2 online cuttings
- 1 TV broadcast