

Property Hunt



BRIEF

We were asked to raise the profile of Russell Hunt and his company, Property Hunt, a London property search agency which was previously unknown to the media. Our challenge at this time was that Phil Spencer, Kirstie Allsopp and Sarah Beeny were at the peak of their careers and the press had little appetite for other property search stories.

Strategy and next steps

Following a detailed briefing which outlined Russell's background and the unique features of Property Hunt, a comprehensive media strategy was formulated.

The plan was designed to create interest within a wide range of publications in the national, trade, consumer and international press.

How we got there

Sky Communications International implemented a programme of insightful thought-leadership activity, designed to position Russell Hunt as an expert within the field. This was supported by the regular generation of news stories, features, case studies and media briefings.

Results generated in first year

- 49 national, trade, consumer and international press cuttings
- Sky secured a regular 'advice column' in City AM for Russell

