

Cable Beach Real Estate



Background

The real estate market place in Broome, Western Australia is dominated by two agents, Cable Beach Real Estate and their major competitor. These two real estate agents hold in excess of 60% market share in the area. The major challenge in Broome is obtaining properties to sell. Without properties to sell, sales volume and profit are limited. Most real estate agents in Broome tend to use the same advertising methods. They send a fairly plain letter to property owners to entice them to seek the services of the agent to sell their property. Cable Beach Real Estate wanted to differentiate themselves from competitors by developing a creative campaign that would make them stand out from their competitors.

Strategy

Cable Beach Real Estate wanted to acquire new listings in the Broome area by promoting their attendance at the forthcoming Melbourne Property Expo. The primary focus of the campaign was to highlight that Cable Beach Real Estate are the only agent from Broome that exhibit interstate, meaning that properties are exposed to a wider audience. They also wanted to promote themselves as the market leader in Broome by highlighting their recent outstanding results in the REIWA (Real Estate Institute Western Australia) Awards.

Impact Mail is a delivery service provided by Australia Post that allows mail to be almost any shape. For information about how you can use Impact Mail in your campaigns please visit www.auspost.com.au/impactmail

ADVERTISER:

Cable Beach Real Estate

INDUSTRY:

Real Estate

CAMPAIGN PURPOSE:

Acquisition

MEDIA USED:

Direct Mail (Impact Mail)

The mail piece was sent to property owners from Broome and outside Broome who may be considering selling their property as well as existing clients to increase their profile in an effort to remain front of mind.

A full page colour advertisement in the local newspaper supplemented the campaign and used some of the creative design elements of the Impact Mail piece.

Creative solution

The Impact Mail piece was designed to break through the image of standard real estate agent direct mail pieces. Since the pearl is synonymous with Broome and its history it was thought that a shiny pearl shaped piece would be a great way of achieving this..

Results

The campaign resulted in 3 direct listings which equates to approximately \$27,000 in increased revenue and a huge 1056% ROI. Comments received from recipients were very positive helping to raise their profile and maintain front of mind awareness.

The role of direct mail

The Impact Mail piece achieved cut through by using a shape that is instantly recognised and associated with Broome. While the piece was a success, Sue Pascoe, Principal of Cable Beach Real Estate said, "The results could have been even higher had the campaign started even earlier". These learning's have provided a foundation for an even more successful follow up to this campaign.