

The Bamboo Agency
Advertising * Marketing * Public Relations

Project Overview

Create advertising, marketing and public relations campaign for a \$4.5 million, 12,000 square foot, custom-designed Mediterranean-style estate home on 2 acres of waterfront property in Jupiter, Fl.

Overall Strategy

Develop compelling advertising, marketing and public relations messages employing direct response advertising tactics promoting a strong “call to action” due to a “hard auction date” emphasizing “urgency and immediacy” due to “divorce and court order.”

Marketing Materials & Methods

- Hard Copy Brochure – *mailed to buyers and brokers*
- Modified PDF Version of Brochure for Emailing Purposes
- Print Advertising – local and national
- Direct Mail – Outbound Email Cover Letter

Public Relations Campaign

- **Press Release –**
 - South Florida Distribution
 - England / Ireland Distribution (This distribution was a natural outgrowth of the marketing plan given the tie-in we created of the “Distinctive British Lineage” of the home).
 - Internet News Release / A “Business Wire” Product -- (unlimited word count) –
 - Aggressive Outreach to South Florida / (North) Palm Beach Print & TV Media
 - *(Note: The short lead time of the entire effort – 30 days – limited our media outreach to television and print media – print media was limited to dailies and weeklies)*

Approach, Positioning, Creative Tact

First, create a “name” for the estate. A home of this magnitude marketed to this “type of audience” (would) appeal to the “ego” of this prospective buyer.

Name: “Villa Del Fiume” – in Italian means “River Villa”

Create consumer interest (essential for obtaining “commercial/mainstream media coverage) by creating unique aspects to the property, as well as the sale and general offering, we were able to attract interest by both television and print media outlets.

The “incongruity” of the sensationalist and tabloid-style headlines, subheads and the body copy related to “an estate of this size and magnitude” were at the core of attracting the interest of the media editors.

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Seeking a “hook” agency ultimately was able to frame/position a story utilizing the following slant and capturing the following notion:

- Home had a “distinctive British lineage”
- Originally built by a British Billionaire
- Currently owned by a dot come entrepreneur/mogul
- Home is in a “distress situation” due to a Divorce
- Court Order Forces Sale

Above arguments and positioning allowed agency to frame the advertising and marketing using the headline:

Steal This Former British Billionaire Mansion at Auction

Print Advertising

Eight different ads were created of varying sizes for 7 different newspapers, each reflecting to one degree or another the “sense of urgency as well as the extraordinary value of this home” reflected in the headline: ***Steal This Mansion at Auction***

Wall Street Journal (provide link to ad)

- 2 times northeast edition / 2 columns x 4” high

Wall Street Journal / Europe Edition

- 2 times Europe Edition 2 columns x 4” high

Palm Beach Post (provide link to ad)

- 1 x Full Page Ad
- 6 x run / 6 x 5.25 ads (6 times)

South Florida Business Journal (link to ad)

- 2 times / 2 3/8^{ths} wide by 6.25” high (1/8th page ad size)

Naples Daily News (provide link to ad)

- 4 times run / ad size: 2 x 4

Boca Raton News (provide link to ad)

- 4 times per week, two weeks in a row / ad size 2 columns wide x 8” high
- Free Standing Run 1 x / Sunday, 4/13 Size: 2 x 4

Sun Sentinel Newspaper (provide link to ad)

- 3 times run / ad size: ¼ page

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Public Relations – Television Coverage – Earned Media Success & Overview

WPBF/ ABC Affiliate / Palm Beach / Channel 25

Friday, April 18th (one day before Live Auction Event)

Live Remote Coverage with a total of 4 hits – one “tease” and three full Segments
Piece re-aired during early evening Prime Time broadcast

Air Times: 5:43 AM Length: 2:10
5:58 AM (to follow)
6:07 AM Length: 2:27
6:52 AM Length: 2:00
6:00 PM - re-air (time/length – value/cost – to follow)

Saturday, April 19th, “Day Of” Coverage

Air Time(s): 6:49 PM (time/length – value/cost – to follow)

11:00 PM (time/length – value/cost – to follow)

- Follow Up Story – promoted website for “interested parties”

Sunday, April 20th, Next Day – Follow Up Story/Coverage

Air Time(s): 5:05 AM (time/length – cost/value – to follow)

6:05 AM (time/length – cost/value – to follow)

- **Total Number of “Hits” – 9**
- **Total Length of Air Time: (insert)**
- **Total Retail cost of Air Time: (insert)**
- **Total Public Relations Value of Air time: (Insert)**

WPTV / NBC Affiliate / Palm Beach / Channel 5

Friday, April 18th, (one day before Live Auction Event)

Air time(s): 6:00 PM / Primetime Newscast Time/length: 2:00

- **Total Number of “Hits” – 1**
- **Total Length of Air Time: (insert)**
- **Total Retail cost of Air Time: (insert)**
- **Total Public Relations Value of Air time: (Insert)**

Total Number of Hits & Value All Broadcast Media

- **Total Number of “Hits” – 10**
- **Total Length of Air Time: (insert)**
- **Total Retail cost of Air Time: (insert)**
- **Total Public Relations Value of Air time: (Insert)**

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Print Coverage – Free Editorial Coverage

The following newspapers provided editorial coverage of the home and event utilizing as their angle/hook one or more elements of the “created” positioning of the home whether reflected in the headline(s) or in the body copy of the article.

Boca Raton Newspaper

Full Page 4 Color Spread (word for word reproduction of the press release)

Cost of Column Inches if Paid For: \$5,750

Palm Beach Post

1/3 Page 4 Color Spread with Large Photo – Top of Page / 6 columns (11.625”) x 4”

Section: Florida Home

Distribution: Boca Raton to Indian River County

Cost of Column Inches if Paid for: \$4,220

Sun Sentinel

¼ Page / 600 Word Article

Section: Home Spot

Cost of Column Inches if Paid For: \$920.

Jupiter Courier

¼ Page Article and Photo / 30 Column Inches

Cost of Column Inches if Paid For: \$645.00