

CASE STUDY: HERRON TODD WHITE

THE WALL STREET JOURNAL.

FINANCIAL REVIEW

The West
Australian

THE AGE
theage.com.au

4BC 1116
NEWS TALK

THE AUSTRALIAN
THE HEART OF THE NATION

The Sydney Morning Herald

The Courier-Mail

BRW.

The Advertiser

3AW 888
Southern Cross

ABC

THE CLIENT

- Herron Todd White [HTW] began operations in Australia in 1968 and is now Australia's largest independent property advisory group, with more than 50 offices nationwide, providing professional services for all classes of property including commercial, industrial, retail, residential and rural.

THE CHALLENGES

- For Publicity Queen, the challenge was HTW's low media profile despite being Australia's largest independent valuing firm. There was a need to develop HTW's credibility commensurate with its capabilities with local, state, national business and property media.

THE STRATEGY

- Publicity Queen's strategy was to develop relationships with business and property writers and reporters from all of Australia's major media channels – print, broadcast, online – to position HTW as industry thought leaders and experts in the field of property services across all aspects of the property sector.

OUR RESULTS

- During the height of the campaign, Publicity Queen secured 60 individual media appearances for HTW in just one month, and over the three year tenure, secured an estimated \$1 million worth of coverage. Senior business and property editors now regularly contact HTW to source the latest and most accurate property market intelligence.