

International Building Press Awards

- > Name of category: PR Consultancy Team
- > Title of work: Newgate's PR campaign for client Taylor Wimpey Central London
- > Name of main contact who must be a member of the team working on the account/project: Laura Leggetter
- > PR Agency name or in-house department or both if the submission is a joint entry: Newgate Communications, Property Team
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Overview of the team

Newgate Communications has assembled one of the most comprehensive property PR teams in London, offering specialist communications advice across the development cycle. Our diverse expertise includes engaging with communities and stakeholders ahead of planning applications, protecting and enhancing reputations throughout the construction process, promoting developments to potential buyers and occupiers, as well as handling corporate PR for developers and investment firms, building individual profiles and positioning businesses as leaders in their respective field.

With access to quality teams of colleagues based in our international offices, we create tailored, hard-hitting campaigns that utilise multiple communications channels. From thought leadership and bespoke events, to brand partnerships and crisis management, the Newgate property team offers its clients a fully integrated communications service.

The team's experience spans an extensive portfolio of major real estate companies, including Berkeley, Lendlease, British Land, Capco, Countryside, Galliford Try Partnerships, Galliard, Cain International, Taylor Wimpey Central London, Urban & Civic, Heron International, and Bouygues UK in markets including London, New York, LA, Hong Kong, Caribbean and UAE.

Overview of our work for client Taylor Wimpey Central London (TWCL)

> **Budgets** – £25,001 – £50,000

> **Objective/brief from client**

In 2018, Newgate Communications was appointed by TWCL to represent its portfolio of new build developments, which include amongst others:

- > Postmark, a new development of 581 private, bespoke apartments, plus retail and open spaces, on 6.25 acres of the historic site of Royal Mail sorting office - once the largest in Europe.
- > The Denizen, an exclusive collection of 99 apartments in The City of London
- > Onyx Apartments, 117 apartments situated in the heart of King's Cross on the edge of the Regent's Canal
- > Palace View, a collection of 55 apartments with views over the River Thames and the Houses of Parliament

The client sought to raise its profile within the national, trade, international and investment press in order to increase sales and public awareness of its product. Positioning TWCL as a key residential developer in Zones 1 and 2 and supporting the launch of its flagship development, Postmark, were an important part of the client brief.

> **Strategy**

The strategy for this client deployed multiple workstreams across placemaking, traditional media relations, an influencer-engagement programme and strategic brand partnerships specific to Asian audiences.

> **Measurement**

Between August 2018 and April 2019, Newgate has secured 66 pieces of coverage for the client, spanning national, trade and investment press, reaching 42,555,868 UK and international readers, with a large proportion of the coverage including at least one of the company's key messages. In addition, Newgate organised nine media briefings and site visits, providing target journalists with an overview of the company's offering and its products' USPs.



> Method deployed

These impactful results were achieved with the use of a mix of a carefully tailored media relations strategy, which involved valuable media introductions and the creation of original story-led press releases, and events and brand partnerships, which helped raise the client's profile and attracted its target audience.

A highlight of the campaign was an exclusive networking event held in February 2019 at Postmark, featuring a number of high-net-worth individuals from China (a key market for TWCL). Newgate organised the event in collaboration with a number of partners, including:

- > Oriole, a high-quality cocktail bar neighbouring the site which created a bespoke Postmark cocktail
- > Aspinall, which provided complimentary goodie bags

- > 11K Consulting, which specialises in outreach to high-net-worth Chinese individuals
- > Fraser and Alibis, which provided musical accompaniment
- > Knight Frank, which delivered an exclusive presentation on the London property market.

Following the event, Postmark's sales office received three buyer inquiries.

> Relations to objectives and cost-effectiveness

Newgate's approach has enabled TWCL to reach its target audience of high-net-worth individuals, as well as telling the story of its developments to a wider audience. Ensuring that the heritage of some of the sites, like Postmark, was clearly communicated, was essential in attracting the attention of journalists and potential buyers alike.



> Creativity and originality

Newgate has deployed a creative and original approach in order to achieve client objectives.

This has been evidenced by our ability to secure a number of strategic partners from the property, food and beverage and retail sectors in order to reach the client's key target audience and create an experience-led event, based on a solid understanding of the client's target audience.

Based on Newgate's ability to deliver a successful multi-faceted communications campaign, our brief has since been expanded to manage TWCL's community engagement and construction PR programme. As part of this work, the team will manage issues that could adversely impact TWCL's reputation.

Newgate has also been tasked with creating opportunities to engage local residents and stakeholders, delivering positive media and stakeholder sentiments. Newgate will oversee

complaints from site neighbours and residents to ensure they are resolved promptly and with minimal reputational impact.

Our remit has also been expanded to include a programme of political and media engagement that will tell compelling a story of the opportunities and benefits the TWCL schemes will deliver.