

## Case Study: **Launching Intrepid Homes**

### **The Brief**

Intrepid Investments is an overseas property company, which focuses on helping private investor clients to make high-performing bricks and mortar investments in key emerging markets.

In April 2007, the company launched Intrepid Homes, the arm of the business designed to target the lifestyle investor.

Publicité was charged with running a PR campaign to support the launch of Intrepid Homes and the company's new website and branding. The agency was briefed to ensure that the lifestyle message was separated from the company's traditional investment/hi-net worth client-base.

### **Strategy/Objectives**

The objectives of the campaign were:

- To launch and raise awareness of Intrepid Homes amongst target audiences
- To ensure that the Intrepid Investments and Intrepid Homes messages did not become blurred
- Begin to develop relations with key consumer media, and continue to raise profile with existing trade and finance publications.

### **Tactics**

Publicité responded to the brief by setting up a media launch, with one-to-one press briefings in a central London venue. Key media were invited to meet with Scott Huggins, the CEO and Olly Jenkins, marketing manager, to discuss the launch of Intrepid Homes, and the future of the overseas property industry.

A corporate photography session was set up in advance, to provide head and shoulders shots of the management team. And, messaging and media training sessions were held prior to the media launch, to ensure that spokespeople were properly prepared.



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A launch press release was also created and issued to all media, including those unable to attend briefings, and this was followed-up with an extensive sell-in, to gauge potential results.

### Results

Media including The Sunday Mirror, OPP Magazine and What Investment came to meet with spokespeople to discuss the launch. And, the press release sell-in generated results in a number of other target media, already writing features on overseas property, from Place in the Sun, to Money Wise and Estates Review.

The launch helped to firmly place Intrepid Investments and Intrepid Homes on the map for media looking to create features on overseas property.

### Testimonial

*"Katrina and Publicité have added a tremendous amount of value to the marketing function of our business. We struggled for some time to find an agency that understood our business and our marketplace and could get us into the publications that we needed to be seen in. Publicité has been very quick to get to grips with what we need and our first insertion was in the Mail on Sunday - so what else need I say? Katrina's communication is also great, I get regular reports and up to date information that helps me prove that my department is performing and adding value to our business. I couldn't ask for anything more."*

*Olly Jenkins, marketing manager, Intrepid Investments*



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