

Case Study: Turkish Homes Press Trip

The Brief

Turkish Homes is a leading estate agency, sourcing land and property investment opportunities across Turkey for the investment and lifestyle buyer.

The company was keen to 'get on the media's radar', and not only to generate coverage, but also to begin developing relations with core target media, to ensure ongoing editorial opportunities.

In October 2005, Katrina Walker coordinated and ran a press trip to Turkey. The purpose of the trip was to introduce the media to this emerging market, and to place Turkish Homes firmly on the map also.

Strategy/Objectives

The objectives of the campaign were:

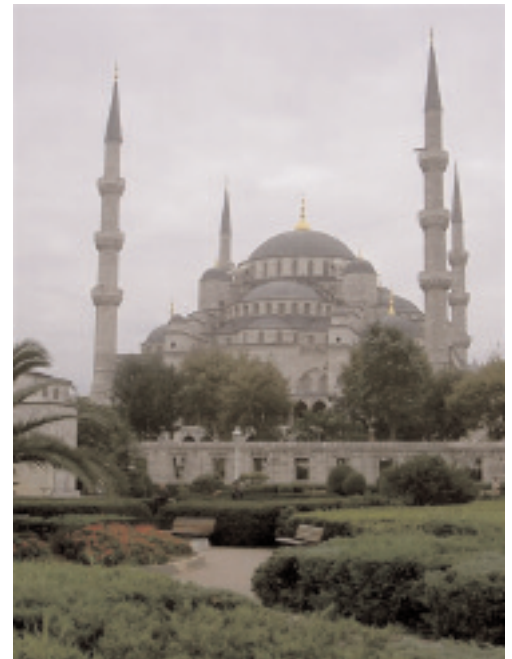
- To launch Turkish Homes formally to the press
- To bring Turkey into the spotlight, in terms of an area where buyers should begin to look
- To raise the profile of Turkish Homes' spokespeople, and offer them as industry commentators moving forward

Tactics

Initially, Katrina Walker researched the media and selected 12-15 journalists to invite on the press trip. Dates for the trip were then decided, and invitations were issued.

As soon as 7-8 media responded, the logistics were finalised and the trip was planned between the UK and Turkish offices of Turkish Homes. This would include an in-depth look at the country, to include Istanbul and the popular coastal resorts for UK property buyers. It also included the opportunity to meet with families and couples who had purchased property through Turkish Homes.

All non-attending media were provided with background information on Turkish Homes, to ensure that they had relevant details on file.



The press trip was an excellent idea. No other Turkish company had run such a formal trip (up to that time), and it really helped to ensure we were firmly placed on the media's contact list when it came to stories and articles being written on Turkey.

Results

The Mail on Sunday selected to run an exclusive on the story, and went over to Turkey one week before the press trip took place. The paper ran a three-page cover story on the founder of Turkish Homes (a British woman).

The press trip was attended by media including: The Independent, The Express, Homes Overseas, International Homes, The Manchester Evening News and Living for Retirement.

Each publication covered a story on property investment in Turkey, which included details of Turkish Homes, and case studies of the company's clients.

Due to the size of the Mail on Sunday coverage, the phone lines at Turkish Homes were inundated with enquiries, as was the website. The company struggled to meet the demand (due to the fact, it had not anticipated such a large piece of coverage).

A number of sales were made as a direct result of people reading about Turkish Homes in one of the publications which featured the company.

Testimonial

"The press trip was an excellent idea. No other Turkish company had run such a formal trip (up to that time), and it really helped to ensure we were firmly placed on the media's contact list when it came to stories and articles being written on Turkey.

"Still to this day, the media contact Katrina requesting comment from Turkish Homes on the Turkish property market, and she has established some good contacts.

"People always comment on the fact that they have read about us somewhere in the press."

Diane Brown, director, Turkish Homes



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