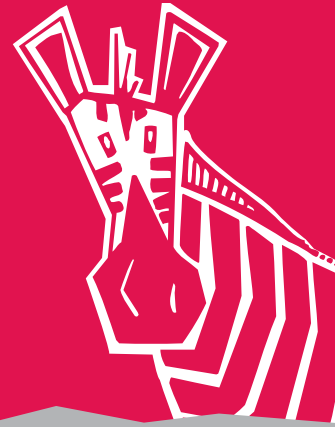


“The caterpillar does all the work but the butterfly gets all the publicity.” –

George Carlin, comedian, actor and author.

# RED PUBLICITY



EDITION 11 - June 2009

## BEHIND THE RED CURTAIN - WELCOME TO MELBOURNE'S WATERWAYS...



Forget Sydney Harbour. Red Publicity is working with Haystac Public Relations to spread the word about the awesome boating activities and waterways action at Docklands, on behalf of City of Melbourne.

Docklands is truly a hidden gem for boaters. It is home to the Wooden Boat Centre (left, handcraft your own vessel), Docklands Yacht Club (community boating that's amongst the most affordable in Australia, right in the middle of the city) and Waterfront City Marina (berth for only \$35 a night with five-star amenities).

With a clear focus on on driving boaters to the Docklands, and drawing on our experience with Pier 35 Boat Sales, we uncovered exciting and enticing stories from the city's waterfront for niche publications such as *Go Boating*, *Club Marine* and popular online websites and e-newsletters like *Boating Oz* and *Shipmate News* (below left).

Informing the local community around the Docklands precinct is also key, through local papers, radio shows and community newsletters and magazines.

So if your boat is due to the hit the water, point your bow in the direction of Melbourne's Docklands. You'll be pleasantly surprised.



Above: A key campaign focused on activities at Docklands Yacht Club, where membership has grown more than 300 per cent in one year.



## OBAMA COVERAGE MTV STYLE

We recently attended a Media Monitors breakfast about how media in the Asia Pacific region reported the inauguration and first 100 days of Barack Obama's presidency.

Seventy three per cent of Australian inauguration coverage focused on the inauguration as an event (focusing on balls, celebrity involvement and Michelle's wardrobe), with minimal analysis of the challenges facing President Obama. That's entertainment...

## PUBLICITY TIP

### Publicity a great recession-buster

Publicity is a powerful and cost-effective alternative to other communication methods in maintaining brand profile and engaging your target market. When the going gets tough, don't get going - continue building brand loyalty with your customers and let them know they can always rely on you, no matter what. The public is quick to forget you if you fade away - and your competitors will only shine more brightly in your absence.

## ALONG THE GREEN VINE - ON TARGET FOR T155

Green Publicity has been supporting Yarra Valley Water in rolling out media activity for the Target 155 water saving campaign (which the utility is driving) since it was introduced to Melburnians late last year to conserve the city's water supplies until major projects come online, and to prevent Stage 4 restrictions.

The campaign has received wide support from the media, sports people and celebrities, helping to keep Melburnians up-to-date with their collaborative water saving efforts and providing them with continued ownership and engagement in the campaign.

Maintaining a high media profile and continuing to engage the community, will be the ongoing challenge of T155 as it rolls out across a 12-month period, including the cooler months with wet weather.

Most recently, the campaign celebrated a milestone in the State Government's Showerhead Exchange Program, with Melburnians exchanging 300,000 old showerheads for new, water efficient ones.

Channel Nine's Giaan Rooney (left) was on hand with Green Publicity to promote the water saving message.

Monitor the Target and pick up tips for using less than 155 Litres per person per day at [www.target155.vic.gov.au](http://www.target155.vic.gov.au)



Far left: *Giaan Rooney* at a Dandenong recycling centre for the Herald Sun, celebrates Melburnian's exchanging 300,000 showerheads.

Left: *Local papers* also covered the milestone.

### A note from Paige's book...

We hope your business is coping well in the current economic climate. It is so important not to hide away, but to continue promoting your brand and your offerings: maintain awareness, stand by your customer and use this time to gain ground over competitors who may have retreated. When the economy swings again, you will be a preferred and trusted brand because you never 'went away'. Please pass this newsletter onto those who may enjoy it.

**Paige-Elise Reade**, Director T: **03 9645 0298** E: [paige@redpublicity.com.au](mailto:paige@redpublicity.com.au)

