

Lendlease: A Case Study of Strategic Partnership



We are proud to work with the marketing, development and sales teams at Lendlease Communities in Victoria, South Australia and Queensland. Our relationship commenced in July 2016 and together we have grown the profiles of Harpley, Atherstone, Aurora and Blakes Crossing. And in August, the teams at Yarrabilba and Springfield Rise in Queensland sought us out to assist with lead and traffic generation strategies. The implementation of educational, engaging and relevant content has seen the projects collectively achieve a Facebook community of over 50,000. In addition, the Property Republic team commenced work with the Atherstone Exchange team in January 2018, creating content and videos that highlight the excellent work this initiative creates with the City of Melton.

Property Republic provides a wide range of services to the Lendlease Communities team. These include Facebook account management, various marketing initiatives such as Facebook campaigns, surveys, content assets, infographics, the production of videos, video re-purpose strategy and activations and more.

+ Adairs Partnership

Property Republic noted the brand synergies between Lendlease and Adairs and reached out to Adairs. Since then we created promotions to drive traffic to all Lendlease display villages where customers and prospects had the opportunity to win Adairs vouchers. They had to enter their details into iPads organised by Property Republic and the leads were shared with the builders. We have also created a series of videos shot at Adairs that provide helpful interiors tips for the Lendlease social followers. The partnership will now extend to Lendlease Retirement Living.

+ Lendlease leading the way

Lendlease is focused on creating lifestyles fuelled by the power of people coming together. Their marketing strategy is very much focused on bringing residents and prospective residents together to celebrate milestones as well as provide opportunities to educate and entertain. Their long-term brand value is enhanced by everything they do – that’s what makes them an enduring developer of masterplanned communities.

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