

**Herald Sun**

IN PARTNERSHIP WITH



**REIV**

THE DIFFERENCE

## 'BEST YOU CAN BE'

campaign overview



# OVERVIEW



The Real Estate Institute Victoria (REIV) is the state industry body that is the authority for real estate. It is a trusted brand that 'real estate professionals rely on and consumers trust'. Through their partnership with the AFL Coaches Association their goal was to inspire excellence in real estate and demonstrate this to consumers. Australian Football League (AFL) is Victoria's sporting passion alongside real estate and at a time when the usual vigorous participation in either was on hiatus, this partnership and native campaign quenched audiences thirst for news and entertainment from the codes.

# OBJECTIVES

The objectives for this campaign were twofold:

**1) To drive enrolment into the REIV's Agent's Representative Course in Real Estate**

With many Victorians forced into a position to reconsider their employment opportunities due to Covid-19, REIV positioned their offerings to building a real estate career as accessible and of high calibre and widely recognised. This needed to be delivered in a trustworthy environment that demonstrated the support and potential that a career shift into real estate has to offer.

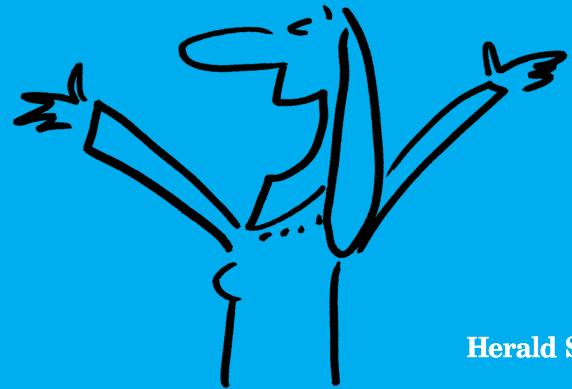
**2) To shift perceptions of an industry that is often stereotyped as dishonest**

By working with trusted brands such as the Herald Sun and the AFL, and tapping into Victoria's strong sporting culture REIV wanted to deliver an engaging proposition. Whether the audience was consumers considering selling, buying or renting or someone looking to enter the industry as a career, the REIV wanted to instill confidence that this industry had grit to get through the forced conditions of the pandemic.

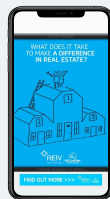
## SOLUTIONS

News Corp Australia and the Herald Sun in particular have a strong partnership relationship with REIV. Over the last two years, this has resulted in a 46% increase in traffic to REIV's Choose a Member portal.

To deliver the desired outcomes, REIV utilised a range of mediums for their messages. By combining native with high impact executions, this created a means by which to see what resounded best with the intended audience. By working with the Herald Sun, Victoria's go-to news brand, REIV could capture attention and drive users to seek more information about the REIV and its work in the industry.



# TIMELINE



High Impact  
Digital



**AUGUST 2020**  
REIV Monthly Mag

**A**UCTIONS were back on Melbourne streets swiftly after Premier Daniel Andrews gave them the green light to return with 10-person attendance limits this week.

And a rush of on-site auctions is tipped for this weekend, with 513 properties scheduled to go under the hammer in Victoria across the week, according to realestate.com.au.

This will amount to one of the state's biggest ever AFL Grand Final auction markets.

The Real Estate Institute of Victoria welcomed the return of outdoor auctions in Melbourne for the first time since July, with president Leah Calnan stating: "It is now time for all of us to start a safe and gradual return to work, and rebuild the economy step by step."

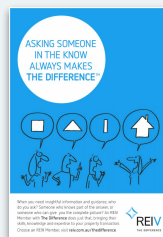
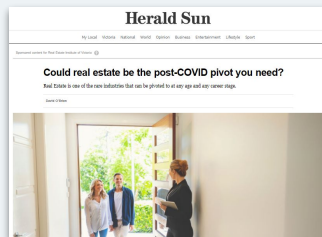
**OCTOBER 2020**  
AFL Grand final coincides with  
Auctions return

**APRIL 2020**  
REIV & AFL Partnership  
Announced

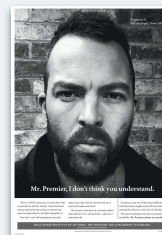
[aflcoaches.com.au/partner/reiv](http://aflcoaches.com.au/partner/reiv)

[reiv.com.au/policy-resources/latest-news/the-reiv-and-afl-coaches-association-team-up-to-inspire-excellence-in-real-estate](http://reiv.com.au/policy-resources/latest-news/the-reiv-and-afl-coaches-association-team-up-to-inspire-excellence-in-real-estate)

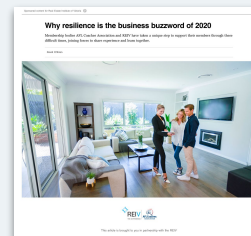
**MAY - AUGUST 2020**  
Native Content #1 live & press campaign



**SEP 2020**  
Press ads



**NOV - DEC 2020**  
Native Content #2 live



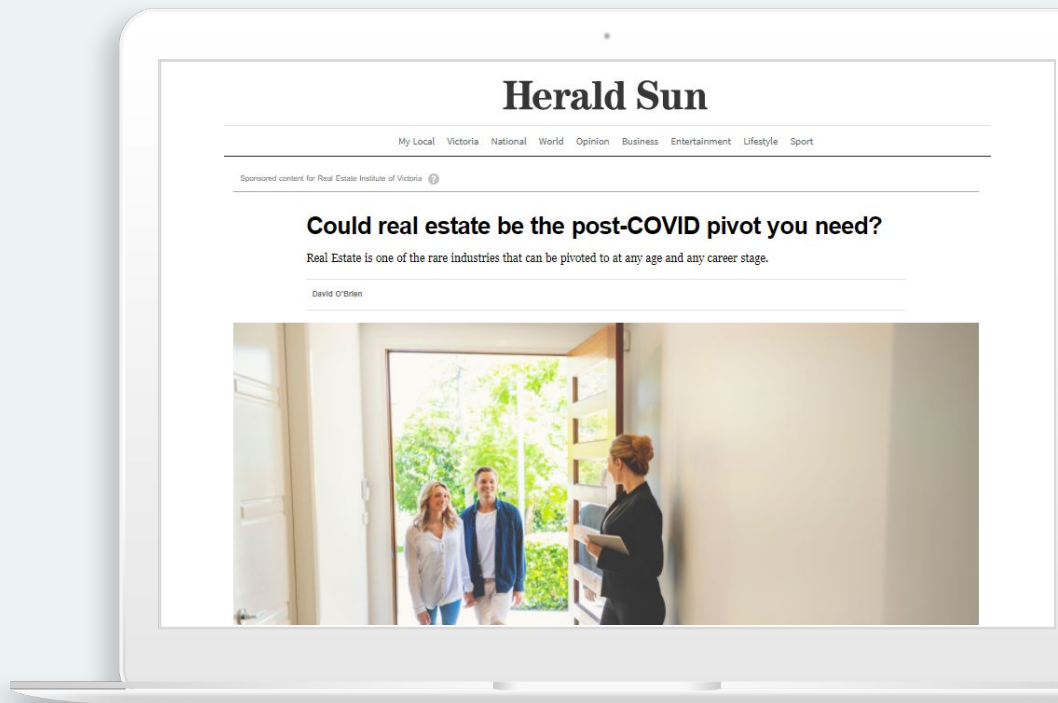
# NEWS NATIVE

NATIVE ARTICLE #1 | 8 May - 30 August

The content created for this campaign was created in partnership with REIV. With the key ideas that they wanted to take to market, our writers crafted the piece to ensure that it had a commercial edge.

The videos were created by the REIV & AFL partnership and were used in various other components of the campaign.

The same video component was used in the 2 native articles for the campaign.



[CLICK HERE TO READ ARTICLE](#)

Article Average Dwell Time: 11min 35s

UVs: 4,401

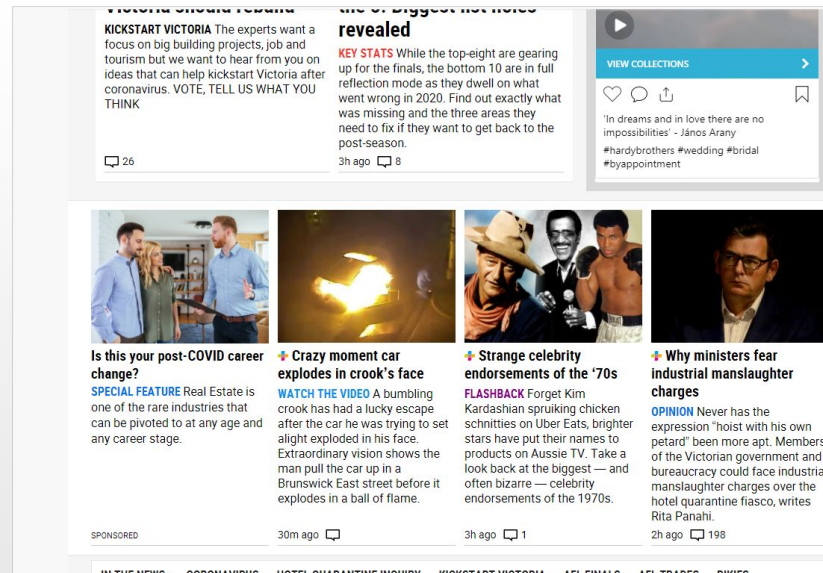
Page Views: 5,281

# CONTENT DRIVER

NATIVE ARTICLE #1 | 8 May - 30 August

To ensure that traffic is driven to the content, drivers are located on the Herald Sun main page as well as other drivers to deliver the package guaranteed views.

These drivers have a consistent look and feel to the content that is promoted on the Herald Sun website.



# NEWS NATIVE

## NATIVE ARTICLE #2 | 2 Nov - 14 Dec

The content for the second Native installment was developed from the discussions that surfaced from the webinars that REIV held with the AFL Coaches Association for REIV members. This content was produced in partnership between News Corp and REIV.

With Victoria going through the strictest lockdown in the country, resilience to get through the period was a resounding theme.



Sponsored content for Real Estate Institute of Victoria

### Why resilience is the business buzzword of 2020

Membership bodies AFL Coaches Association and REIV have taken a unique step to support their members through these difficult times, joining forces to share experience and learn together.

David O'Brien



This article is brought to you in partnership with the REIV

[CLICK HERE TO READ ARTICLE](#)

Article Average Dwell Time: 8min 03s

UVs 4,665

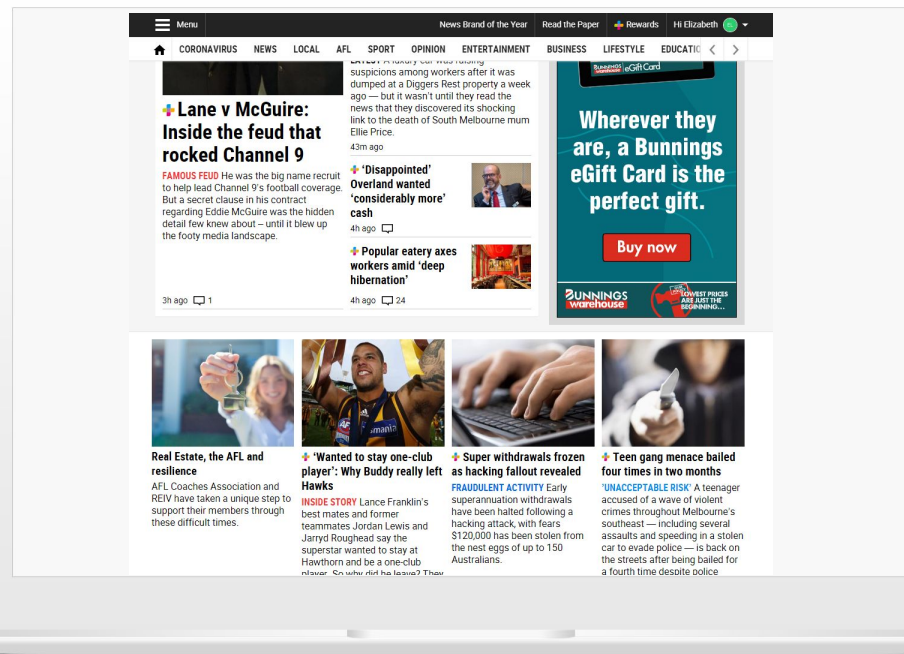
Page Views: 5,378

# CONTENT DRIVER

## NATIVE ARTICLE #2 | 2 Nov - 14 Dec

To ensure that traffic is driven to the content, drivers are located on the Herald Sun main page as well as other drivers to deliver the package guaranteed views.

These drivers have a consistent look and feel to the content that is promoted on the Herald Sun website.



'Why Resilience is the Business Buzzword of 2020' also featured in the monthly magazine produced by the REIV.

This reinforced the messaging to REIV members.

## Development



The REIV teamed up with the AFL Coaches Association to share transferable skills in an environment that is testing the resilience of people from all walks of life.

## Why resilience is the business buzzword of 2020

The REIV and the AFL Coaches Association have taken a unique step to support their members through these difficult times, joining forces to share experience and learn together.

Whether it's your work, sport, education or life in general, we all are truly living our merrier moment. The pandemic has set life to a swirling pace around the globe and while uncertainty reigns, one word has become a condition for success in each sector: resilience.

The REIV partnership with the AFL Coaches Association, is helping share transferable coaching strategies and insights learned from senior AFL coaches.

"At this time, resilience is what every individual needs to build - not just in real estate but in all walks of life. We feel lucky to be in an industry that already attracts people with such qualities," REIV CEO Gil King said.

"We're confident that the sector will emerge strongly from these challenges and as a peak body we're looking at

innovative ways to help our members in these challenging times."

The REIV believes the challenges of 2020 must therefore be met with focus on helping members understand and enhance foundational elements of success.

"Real estate is a sector that rewards the entrepreneurial spirit. Professional development requires continually updating your skills and adapting to the world around you. Those that embrace change and adapt are more likely to succeed in the long run," King said.

Working with a coach, "provides more than training - they create an environment where the individual can thrive. A coach provides leadership, direction and support that extends to the individual's personal wellbeing."

### Sport and real estate: the perfect partnership

When asked about the collaboration with the AFL Coaches Association, King explained that, "the AFL coaches are some of the best and most experienced people when it comes to building resilient, high performing teams. The two organisations have come together to learn and share experiences that will help members adapt, learn and grow in their fields."

A mutually beneficial collaboration, some of the AFL coaches have even decided to extend their experience of skills by undertaking REIV training while the REIV taps into the extensive knowledge and experience the AFL Coaches have in getting the best out of people.

"This is professional development done in an innovative way, said King. "The coaches know the importance of resilience in a game and real estate professionals have seen their industry go through changes, ups and downs."

"Some of the great examples of human resilience can be found in sport. We take inspiration from the physical and mental strength demonstrated by the players."

Explore all the resources developed in association with AFLA [reiv.com.au/reiv-afla-collab](https://reiv.com.au/reiv-afla-collab)

## Development



### AFL Coaches Association CEO Mark Brayshaw on what makes a great coach

To celebrate the REIV partnership we asked AFL Coaches Association CEO Mark Brayshaw to share his thoughts on what makes a great coach.

#### Curiosity is key

"All the great coaches I know of have nurtured their position at the pinnacle by relentless curiosity and genuine continuous improvement. Their journeys are very dependent upon others with complementary expertise coaching the coach to improve certain aspects of her or his performance."

"A great coach must have a deep and inspired understanding of the game, to achieve the players' collective trust. Frankly, if the coach isn't a subject matter expert it's very hard to credibly lead an elite team. S/he doesn't have to have all the answers and can always rely on experts here and there, but s/he must

earn the players' trust with a deep knowledge of the game."

#### Lead by example

"Impeccable integrity is non-negotiable. Without it, a coach is dead. The coach must also lead by setting a first-class example. S/he must be the role model of the values the team professes to hold dear."

"I've never seen a great coach who hasn't developed a deep understanding of each individual player, because unless the players feel the coach cares about them, they're unlikely to optimise their potential."

**Know when and how to talk to people**

"All professionals ought to be open-minded to receiving feedback and that

### Impeccable integrity is non-negotiable

Without it, a coach is dead. The coach must also lead by setting a first-class example. S/he must be the role model of the values the team professes to hold dear."

Mark Brayshaw  
AFL Coaches Association CEO

"The best coaches unlock the potential of each individual and then conduct the orchestra in such

a way as to optimise the alignment of each individual's contribution for the best result of the team. It's not possible for the majority of individuals to provide optimal effort levels without the coach wearing her or his magic to align each individual for the best interest of the collective team."

[CLICK HERE TO READ ARTICLE](#)

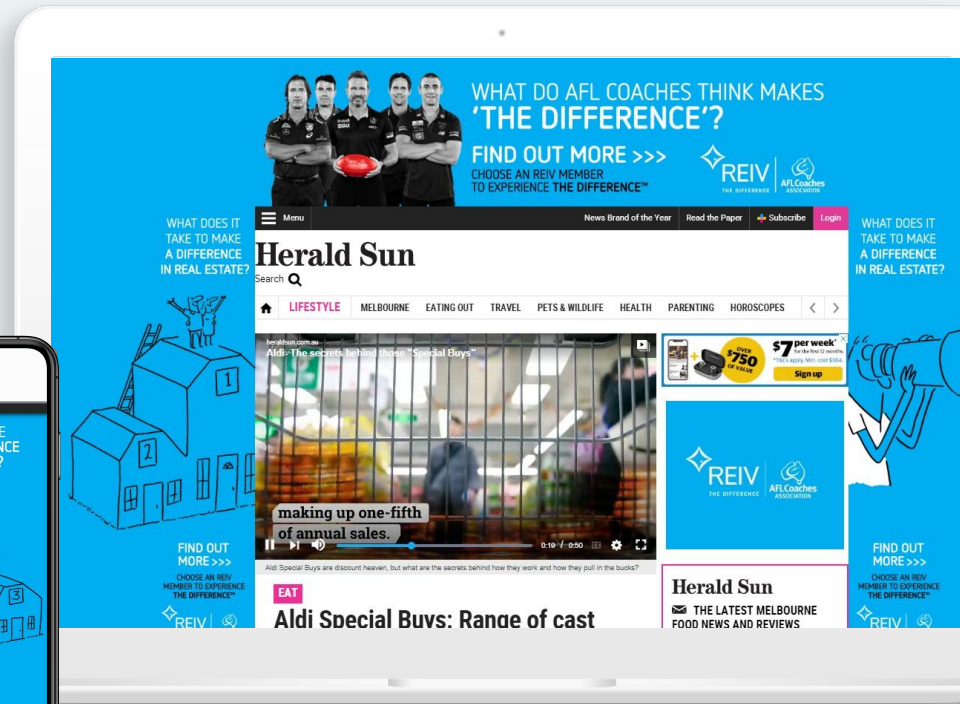
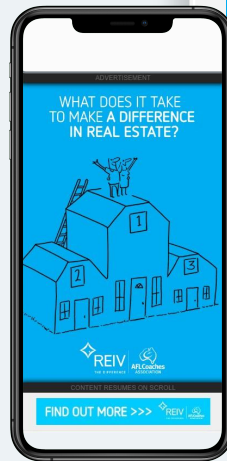
Published 28 Aug. 2020

# TRUSKIN

This high impact execution was a core driver in raising awareness of the REIV and AFL COACHES partnership. This was a targeted placement that ran for audiences/readers who have read and interacted with articles relating to real estate, self development or fit a demographic the REIV think best suits their desired audience.

This execution ran over the same period as the Native content pieces with clicks leading to the [REIV Homepage](#).

DELIVERED A CTR 0.79%.



# SOCIAL DISPLAY



Social Display ads were engaged to keep property intenders up to date with the changing market conditions. This linked directly to the facebook post.

DELIVERED A CTR 0.33%.


[Social Display](#) is a digital advertising product that visually mimics a social media display post and places it amongst News Corp's premium publisher content.


Take the best of creative from the social web and display it in a premium, brand-safe environment to deliver increased time-in view and brand awareness.


SPONSORED

 **Real Estate Institute of Victoria [REIV]** 



The Victorian property market is gradually re-opening with strict safety measures in place. While offices are not open yet, #REIV Members are well prepared to help with your #property move.  
<http://bit.ly/REbusiness>






[LEARN MORE](#) 

SPONSORED


 **Real Estate Institute of Victoria [REIV]** 




Melbourne Median Price		Regional Victoria	
House	Unit	House	Unit
\$864,000	\$621,000	\$420,000	\$339,000

Get your market insights at [reiv.com.au](http://reiv.com.au)

June 2020 quarterly results show the Victorian property market holding firm against COVID-19  
Read the full media release  
<https://bit.ly/MedianJune2020>  
#melbre #reiv #realestate #reivmarketinsights




[LEARN MORE](#) 

# PRESS CAMPAIGN

ASKING SOMEONE  
IN THE KNOW  
ALWAYS MAKES  
THE DIFFERENCE™

When you need insightful information and guidance, who do you ask? Someone who knows part of the answer, or someone who can give you the complete picture? An REIV Member with **The Difference** does just that, bringing their skills, knowledge and expertise to your property transaction. Choose an REIV Member, visit [reiv.com.au/thedifference](http://reiv.com.au/thedifference)

 **REIV**  
THE DIFFERENCE

Quarter Page ad

CHOOSING AN AGENT  
WITH THE DIFFERENCE™  
IS NOW EASIER  
THAN YOU THINK.

When you decide to sell, buy or rent a property you need to be confident you have the right agent on your side. Choosing the right agent for your property is, at last, easy to do. Visit [reiv.com.au](http://reiv.com.au) and you will find real estate professionals with the relevant skills, knowledge, expertise and results.

The REIV Difference means our Members are qualified professionals, committed to ongoing training, protected by professional indemnity insurance and most importantly, they are people who have undertaken to follow the REIV Guidelines to always act ethically, honestly and fairly. Choose an REIV Member, visit [reiv.com.au/thedifference](http://reiv.com.au/thedifference)

 **REIV**  
THE DIFFERENCE

Half Page ad

# PRESS CAMPAIGN

Continuing as the leading authoritative voice for the Victorian real estate industry, confronting full page ads were placed in the Herald Sun warning of the impacts that lockdown conditions.

ADVERTISEMENT

Emma N.  
Mother of 2, Home Buyer



Mr. Premier, I don't think you understand.

"We're a family with two kids under four. We sold our house a few months ago and negotiated a long settlement period in order to buy another house. The extended restrictions make it impossible to inspect and purchase a home. Our sale settlement is coming up soon and we're nowhere to go."

"We can try to arrange a rental, but signing a lease on a property we haven't even seen, is unlivable. We support and respect the need to keep Victorians safe, but one on one property inspections with appropriate precautions are a safe way to help us find a suitable home."

Emma is just one of the many Melbourneans who have been caught out by the Government's extended lockdown to the end of October. This pain, hardship and stress is entirely avoidable. Mr. Premier, please re-consider.


REAL ESTATE INSTITUTE OF VICTORIA, THE INDUSTRY AND CONCERNED VICTORIANS.

Authorised by Gill Triggs CEO, Real Estate Institute of Victoria

REIV 014 444 4444

ADVERTISEMENT

Cameron S.  
Self-employed, Home Seller



Mr. Premier, I don't think you understand.

"Due to COVID restrictions, I haven't been able to work for the last few months. I have borrowed money and poured my savings to renovate my home in preparation for sale after September 13. Now that I can't sell my property, my only major asset, and I have no income, how am I expected to make ends meet?"

The current restrictions on real estate make it impossible for me to sell my home - what am I expected to do?

Cameron is just one of the many Melbourneans who have been caught out by the Government's extended lockdown to the end of October. This pain, hardship and stress is entirely avoidable. Mr. Premier, please re-consider.

REAL ESTATE INSTITUTE OF VICTORIA, THE INDUSTRY AND CONCERNED VICTORIANS.

Authorised by Gill Triggs CEO, Real Estate Institute of Victoria

REIV 014 444 4444

## RESULTS

Throughout the Covid period in particular, REIV has delivered purposeful marketing that resonates with what is affecting consumers and the industry. This in itself shapes the perception of how the industry conducts itself, by supporting its people and standing up for the cause.

Over this time, this was achieved through a range of tones; from the informative and motivational partnership with the AFL Coaches Association through to the direct and confronting 'Mr Premier' creative.

The high engagement shown by readers with the native content executions reflects the states' passion for Aussie Rules (AFL) and the property market.

“

The COVID period has been a difficult one to truly compare with anything.

The News Corp Digital Network has been a critical part of our overall communication strategy. The multiple approaches offered by the network allowed us to test, experiment and develop an approach that worked best for the brand. We tested a range of delivery methods – branded content, truskins, mobile displays, videos, social media amplification etc. Each approach gave us an understanding of our audience and their preferred method of interaction. This information will help us focus our brand exposure and drive greater ROI.

”

**SARIKA BHALLA,**

REIV Marketing Manager