



CROSS-PLATFORM CONTENT CAMPAIGNS

LIQUIDITY



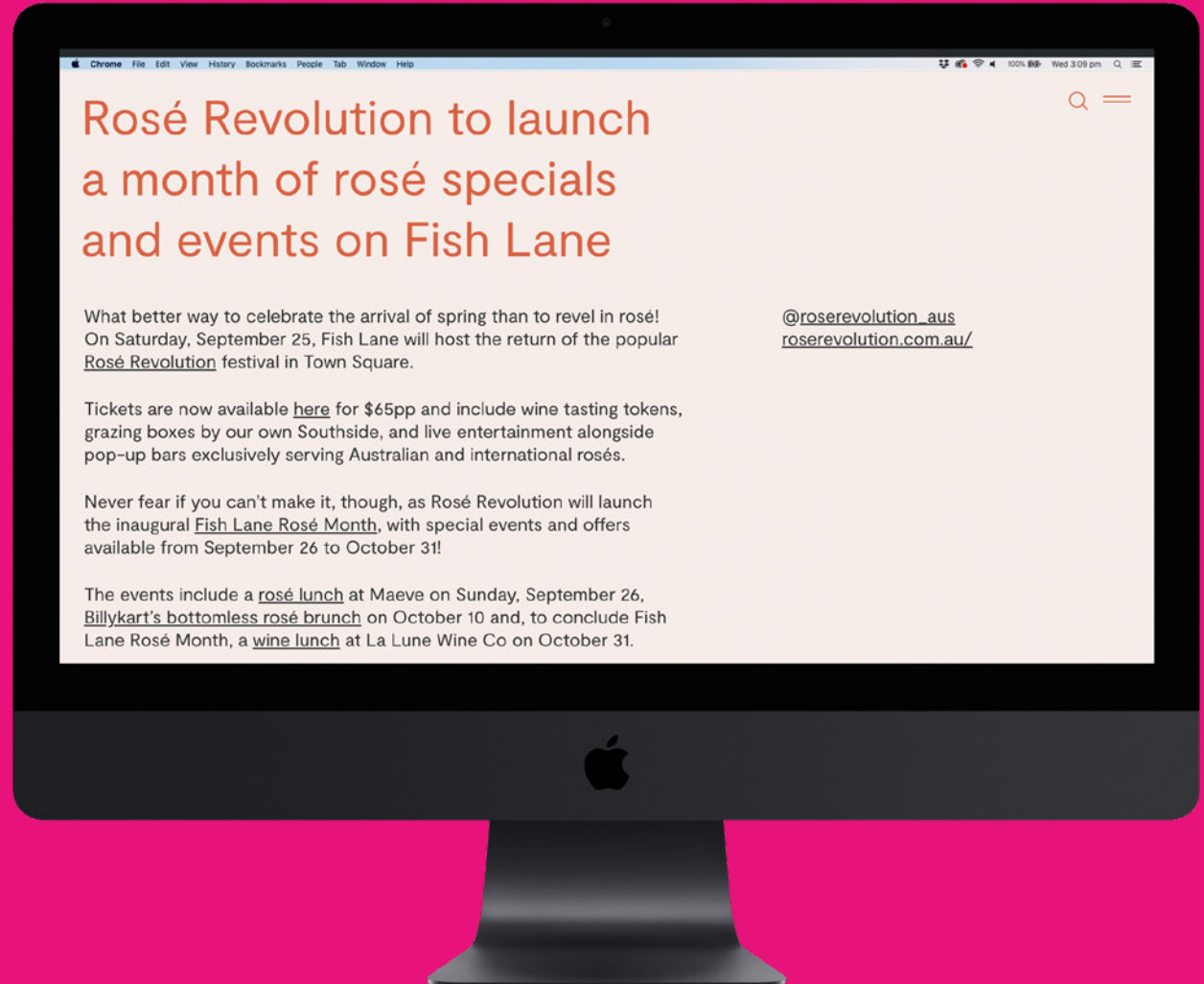
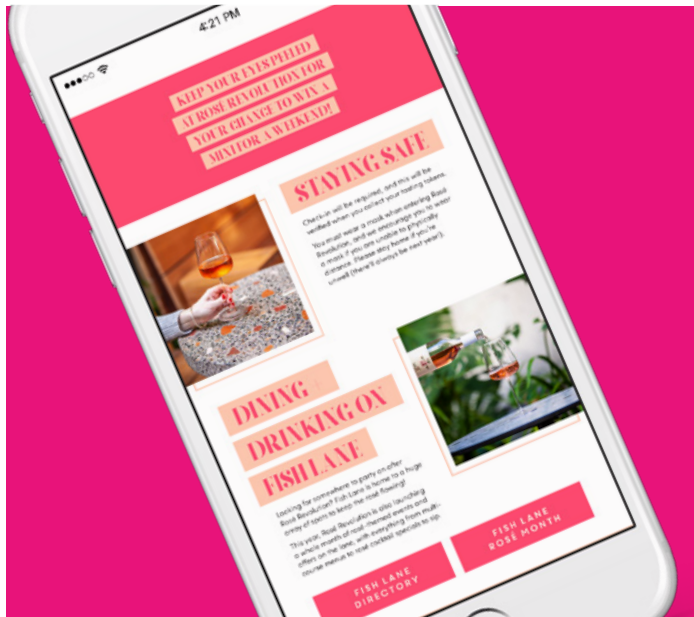
ROSÉ REVOLUTION AND FISH LANE ROSÉ MONTH

WEBSITE COPY | BLOG CONTENT | SOCIAL MEDIA | EDM COPY AND DESIGN

In 2021 we relaunched and overhauled Rosé Revolution, adding an accompanying month-long precinct activation, Fish Lane Rosé Month.

We wrote a new website with landing pages for both the event and activation, and dedicated listings for each of the nine individual offers which tenants were encouraged to use as landing/booking pages.

In addition to public relations, we also wrote blog, EDM and social content for Explore Fish Lane (as the host precinct) and The Gourmand & Gourmet, resulting in all four events selling out and plenty of established traction for future iterations.



BENDER'S

BLOG AND ARTICLE CONTENT

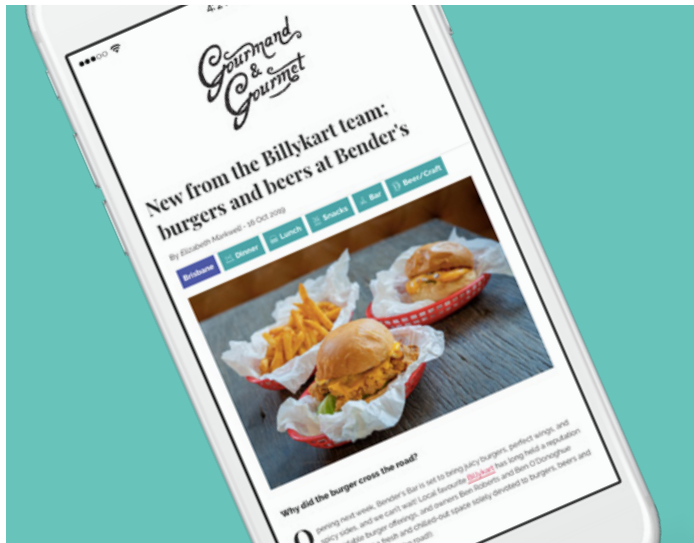
EDM COPYWRITING

SOCIAL MEDIA CONTENT

PR COPYWRITING

In conjunction with a PR campaign that achieved over 4 million potential media impressions, the arrival of Bender's (a burger restaurant by the owners of Billykart) was also ensured coverage on our owned platform, The Gourmand & Gourmet, client platform, Explore Fish Lane, and Liquidity's own website and social presence.

Blog, EDM, and social media coverage were delivered across all brands' channels, resulting in over 15,400 social media impressions and 1400 views of on-site content. Developed in conjunction with the public relations copy, a cross-platform content delivery (including photography) ensured a cohesive, explosive, and engaging arrival for Bender's.



BRODETTO AT BAR ALTO

BLOGS AND ARTICLE CONTENT

EDM COPYWRITING

SOCIAL MEDIA CONTENT

To combat their typically reduced October trade, Bar Alto offered a \$39 lunch special of brodetto with a drink. We promoted the special across Bar Alto's channels (website, socials, EDM), as well as The Gourmand & Gourmet's (website, socials, EDM).

The campaign's success was ensured with stunning photography to accompany written content, which included blog content, an EDM, and beautifully designed social content. Sharing blog and article content across The Gourmand & Gourmet, Bar Alto's, and Liquidity's social channels generated over 15,000 social media impressions and 184 sales of brodetto for the month of October.



FISH LANE FESTIVAL

BLOG AND ARTICLE CONTENT

EDMS

SOCIAL MEDIA CONTENT

The Gourmand & Gourmet and Explore Fish Lane brands were used to drive interest and attendance for the Fish Lane Festival, an annual event with the objective of activating the surrounding areas and supporting traders.

Almost 4000 total pageviews were gathered for Fish Lane Festival thanks to articles, social media coverage, and EDMs developed and designed for both the Explore Fish Lane and The Gourmet & Gourmet brands.

