



PUBLIC RELATIONS

LIQUIDITY

SUNSET SPRITZ POP-UP BAR AT CUSTOMS HOUSE

THE BRIEF

To utilise commonly vacant space at Customs House and increase after-work and weekend traffic.

THE STRATEGY

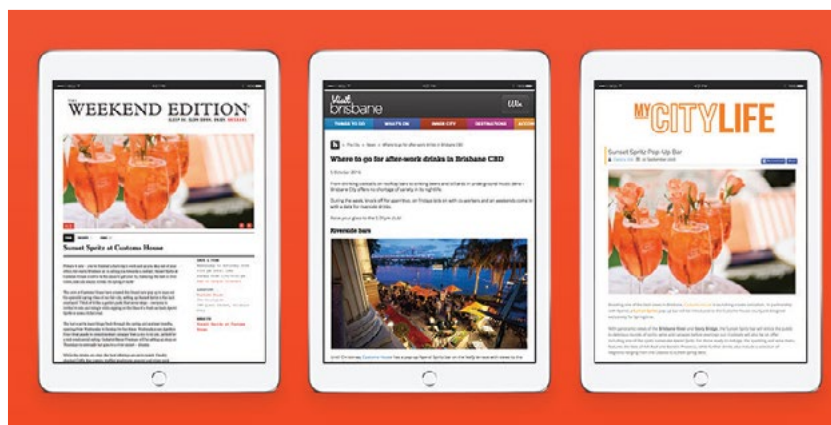
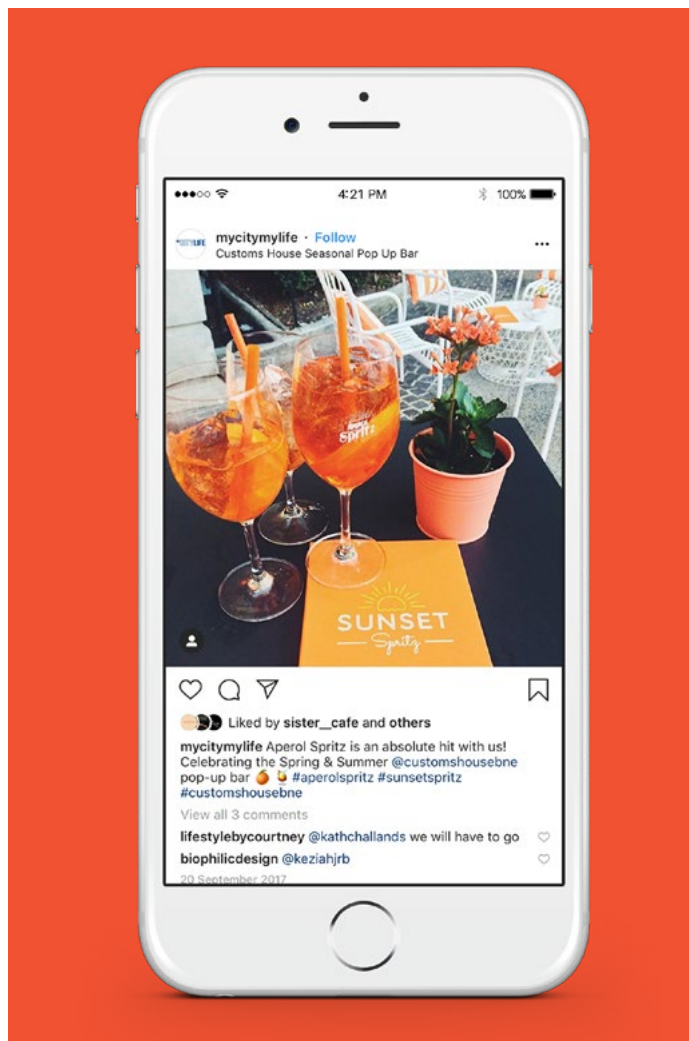
Liquidity developed a creative concept focusing on casual afternoon drinks to appeal to CBD corporates on the weekdays, and CBD visitors on weekends.

The aim was to place attention on the courtyard of Customs House, which was a previously underutilised space. The concept was titled Sunset Spritz and centred around Aperol spritzes as the key product, alongside matched canapés. The Sunset Spritz pop-up bar launched on a Thursday evening with 100 Brisbane media personnel, food and lifestyle influencers, event coordinators and Customs House VIPs.

Collateral developed by Liquidity included themed invitations, tailored guest list and drink tokens. Activities included inviting and monitoring attendance, hosting the event, development of a media release, pitching to the press, a follow-up event EDM, and photography. Coverage was enjoyed in new and traditional media articles, with pieces in Brisbane Times, Indulge Magazine, Weekend Edition, and Must Do Brisbane.

THE RESULTS

- Launch party for 100 media contacts & influencers
- 26 media mentions
- 4.85 million media impressions



COVENT GARDEN

THE BRIEF

To impactfully launch Covent Garden as a new venue, and to position it as a leading Brisbane gin and garden bar.

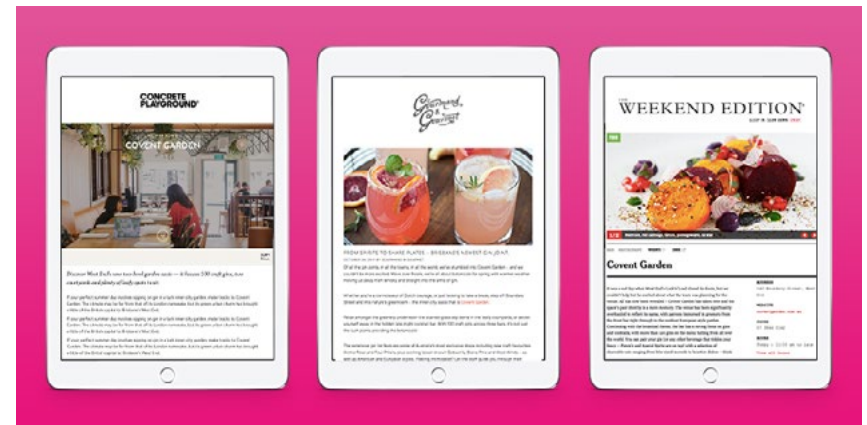
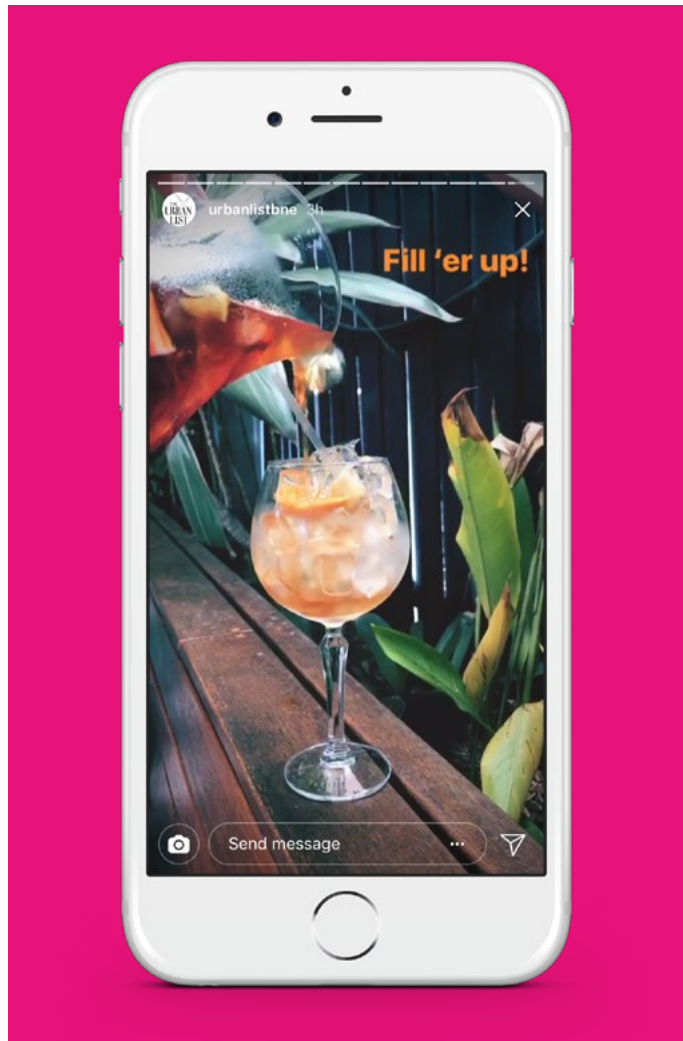
THE STRATEGY

In 2017, West End's Lock 'n' Load Bistro closed its doors before renovating and rebranding as Covent Garden. The new venue came with an entirely new offering, theming, and target demographic.

To increase awareness, Liquidity ran a public relations campaign targeting Brisbane's media and most influential personalities. This included a VIP launch event and an incredibly successful database campaign, which generated over 1,500 leads in nine weeks.

THE RESULTS

- 21 media mentions
- 745,742 social media impressions
- 7 influencer mentions
- 135,426 social media impressions
- 3 press interviews/photoshoots



IL VERDE, KING STREET

THE BRIEF

To establish Il Verde as a key dining destination of the redeveloped King St precinct.

THE STRATEGY

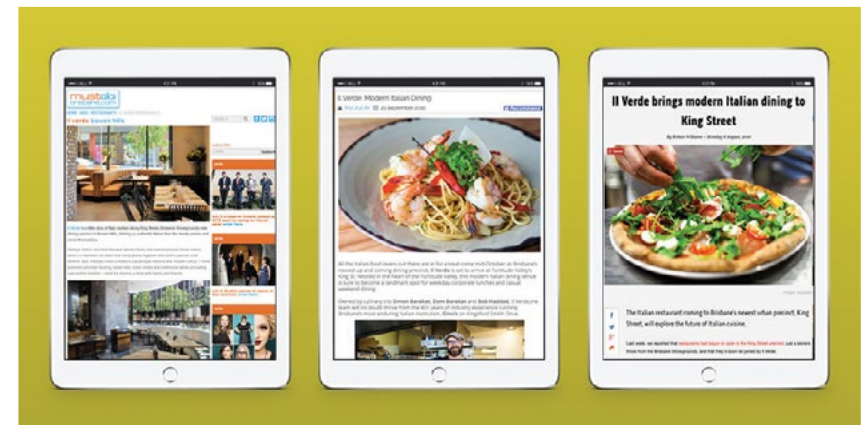
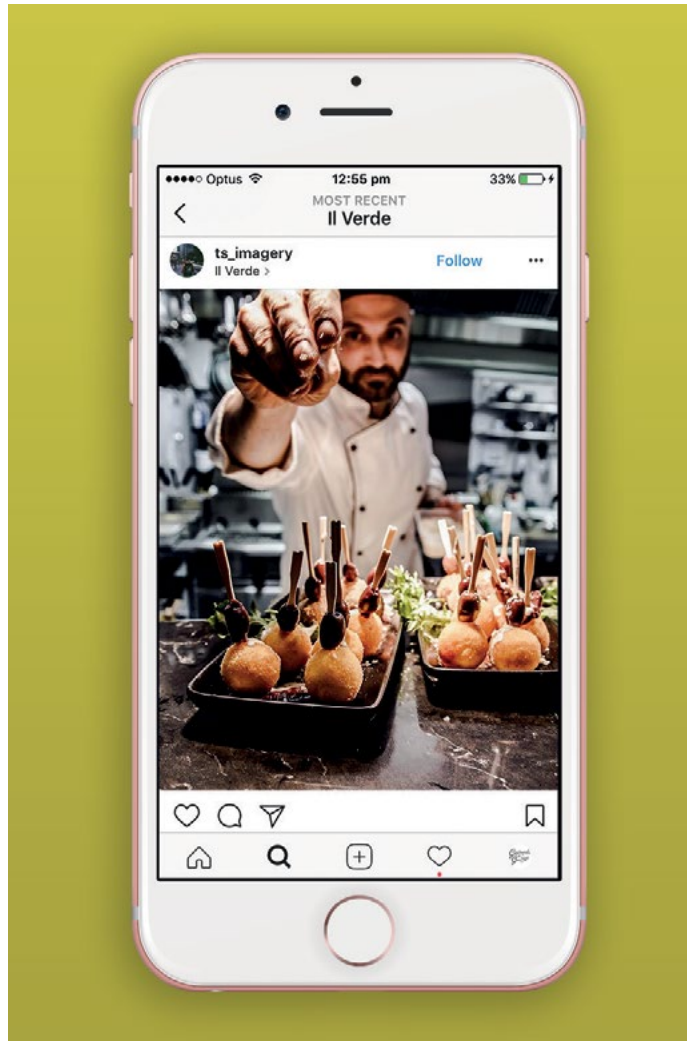
Il Verde, a contemporary Italian restaurant in central Brisbane's King St, required a full suite of branding collateral alongside a PR and event campaign to launch when they opened in October 2016. Our design team created a logo that embodied Il Verde's focus, along with their aim to be a modern and authentic dining venue.

PR and event components followed to highlight Il Verde's modern fit-out and authentic Italian menu. The PR campaign consisted of a detailed media release and tailored pitch list, seeing an even spread of coverage in both traditional and new media, with pieces in The Courier-Mail, Hospitality Magazine, Indulge Magazine, Must Do Brisbane, The Gourmand & Gourmet and The Urban List.

The official launch party welcomed Brisbane's food-focused media and influencers to visit Il Verde for a night of Italian delights and cocktails.

THE RESULTS

- Launch party for 80 media contacts & influencers
- 23 media mentions
- 9.5+ million people reached



HELLCAT MAGGIE

THE BRIEF

To build anticipation and launch the new laneway venue, and accelerate Hellcat Maggie's general awareness in its early weeks.

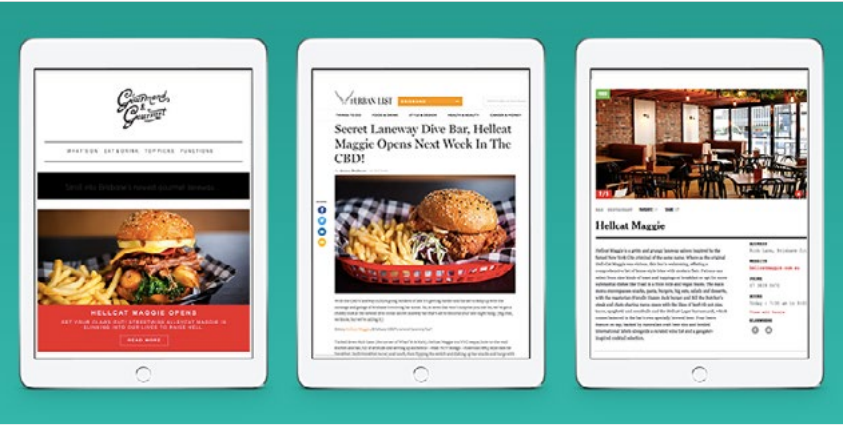
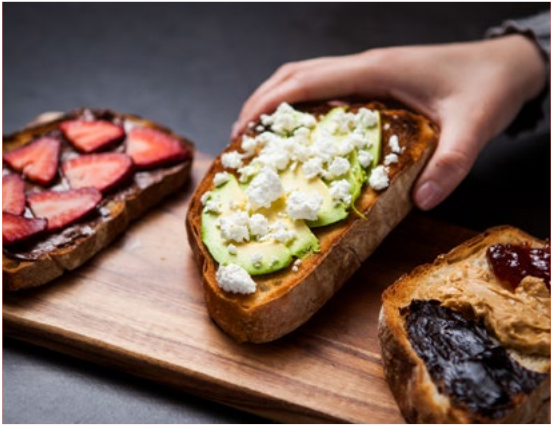
THE STRATEGY

A comprehensive public relations campaign delivered to traditional and new media was used to announce the arrival of Hellcat Maggie to the Brisbane audience. As with all launch campaigns, we knew coverage would rely on strong imagery, so we completed an extensive shoot ready to distribute to media.

Coverage was secured in Brisbane's leading food and lifestyle publications, including The Courier-Mail, The Urban List, and Broadsheet Brisbane, with dedicated articles, mentions, and social media coverage across their platforms ensuring Hellcat Maggie entered the market with a bang.

THE RESULTS

- 3,162,000 media impressions
- 65 influencer mentions



PARMY PARTY AT LITTLE BIG HOUSE

THE BRIEF

To promote a month-long special and giveaway opportunity with the objective of increasing foot traffic to Solotel's Little Big House.

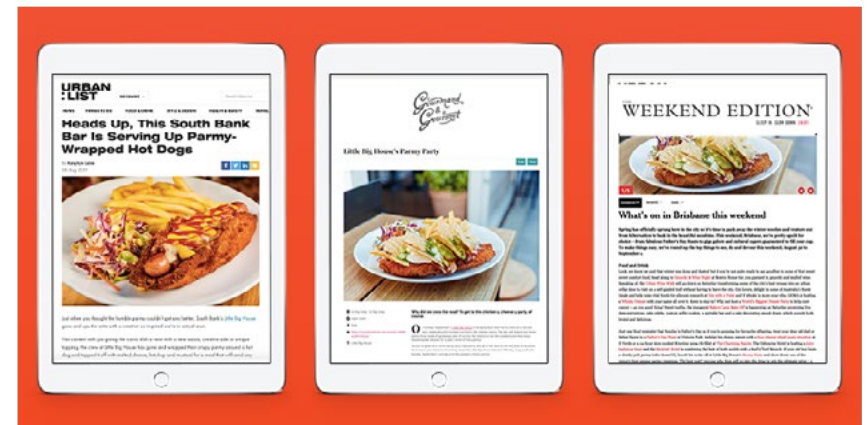
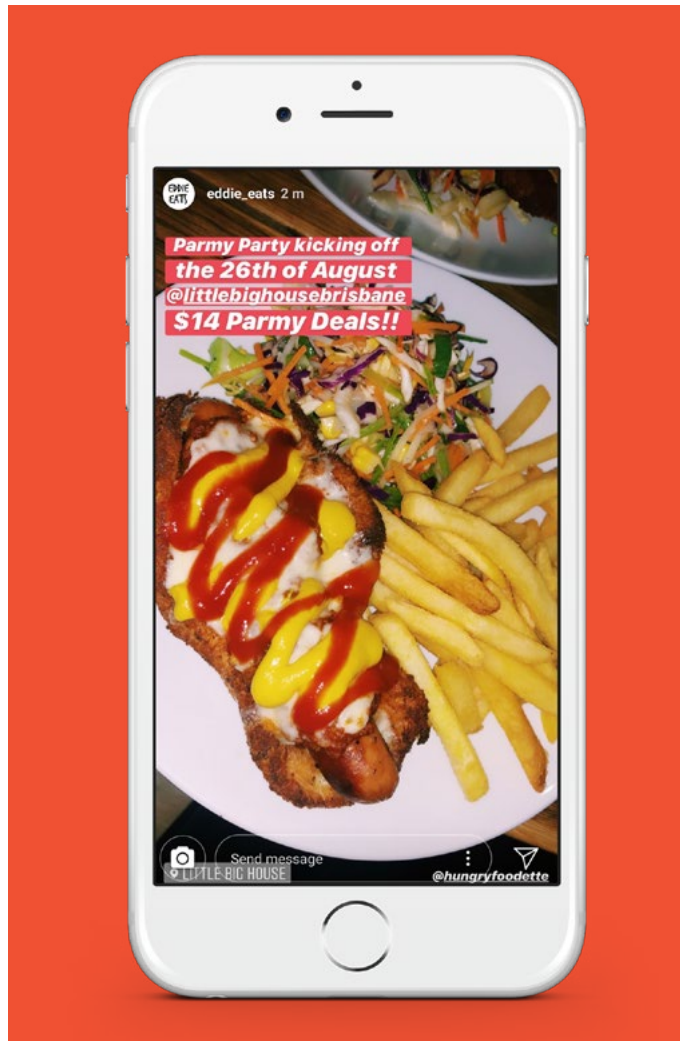
THE STRATEGY

Liquidity developed an attention-grabbing press release to accompany Solotel's provided imagery.

A targeted list of online and heritage publications was pitched to, as well as food-focused social media influencers to disseminate the activation to a wide, varied audience of Brisbane foodies.

THE RESULTS

- 17 media mentions
- 939,700 media impressions
- 12 influencer mentions



STONES CORNER FESTIVAL

THE BRIEF

To create awareness and increase attendance for the fourth annual Stones Corner Festival.

THE STRATEGY

Liquidity constructed a series of detailed media releases to announce the upcoming festival. Three separate releases were devised and pitched to respective publications, focusing on the music, food and beverage, and family-friendly offerings of the event. A broad range of readers and listeners were targeted with mentions and pieces on Hit 105, Brisbane News, Weekend News, Visit Brisbane, Concrete Playground and The Weekend Edition.

This multi-faceted approach ensured record-high attendance for the Festival, with organisers attesting to the diverse attendees.

THE RESULTS

- Attendance this year was the highest it has ever been
- 48 media mentions
- Over 4 million media impressions
- Additional coverage was also achieved by ALH Group who released the live music line up ahead of the campaign commencing

