

Case Study - News Corp and REA Group partner for innovative print campaign

REA Group has joined forces with News Corp Australia in a major new spring initiative that demonstrates the power of combining print and digital platforms to drive results.

As part of the initiative, hundreds of realestate.com.au listings will be reverse-published in two of the biggest Sydney NewsLocal publications, the *Wentworth Courier* and *Manly Daily*.



The campaign uses cover executions to promote realestate.com.au to publish every premiere residential property for sale in the respective area adding 40 extra pages of listings.

In another first, this will be followed by the local real estate sections being inserted into *The Daily Telegraph* and *The Weekend Australian*.

News Corp Australia's chief operating officer, publishing, Damian Eales said

combining print with digital was the most effective way to sell a property.

“It’s one thing to showcase properties at the pointy end of that funnel, when customers are actively searching for a property. It’s another thing to prompt passive customers to take a look too.

“This new initiative allows vendors to seamlessly target both the passive and active market,” said Damian Eales, News Corp Australia’s chief operating officer, publishing.

“In the same way that a for sale sign tells passing traffic that your house is for sale, this print extension amplifies that message to the masses, maximizing open house attendance, auction participants and price.”

REA is majority owned by News Corp.