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# Delivering exceptional media relations

## Strategic Media Relations/Brand building/Launch event

Asahi Brewing enlisted Three Plus to provide and execute a communications strategy to successfully launch the impressive entertainment precinct 4 Pines Brewing at Landers Pocket near Brisbane Airport.

The biggest entertainment quarter (by area) to open in Brisbane this decade is a partnership between a locally owned and run venue, and an interstate brand with an international parent company.

### Achievements

- ♦ Reaching an audience of more than four million via targeted media campaigns across all platforms (Channel 9 News bulletin, 4BC Radio, The Courier-Mail, Brisbane Times, SMH Good Food Guide, Urban List, Weekend Edition).
- ♦ Building a profile for Landers Pocket as an attractive destination, in an area not previously associated with entertainment and hospitality.
- ♦ Establish its presence as a corporate event space and grow the 4 Pines brand through our extensive relationships in TV, radio, print and digital media.
- ♦ Additional international coverage from travel publications and websites.
- ♦ Branding reimagined with local angles amplified, e.g. bespoke flavours brewed onsite and heritage of the location with relation to pine trees.

### Process

- ♦ Develop and execute a branding campaign to amplify Landers Pocket as a stunning new entertainment venue across all media platforms, incorporating elements of the Destination 2045 Queensland Tourism Plan, Boldy Brisbane and Brisbane 2032.
- ♦ Use exceptional local market knowledge to strategically target stories to media outlets to target audiences.
- ♦ Use media savvy to identify milestone achievements - e.g. erection of signage, start of brewing, site inspections from interstate investors, fitout finalisation - and maximise coverage.
- ♦ Work with client to host and MC the launch event and co-ordinate VIP guests.

*“Three Plus delivered exceptional PR leadership on the Landers Pocket launch in Queensland, going above and beyond to strategically leverage their local network and relationships to secure outstanding, high-impact positive coverage - an unequivocal recommendation for the team.”*

**Tom Machiels**

Head of Brand Experience Asahi Beverage Ventures

### CLIENT

Asahi Brewing Australia



### PROJECT TEAM

Ben Davis  
Peter Kelly

### SECTOR

Hospitality and tourism

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