



TUAN SING HOLDINGS LIMITED



Residence

GHG

LAUNCHING AUSTRALIA'S NEXT ICONIC HOSPITALITY BRAND

BACKGROUND

International hospitality firm Grand Hotels Group approached FCR to support the launch of **Residence on Langley Park**, the first location of their new national hospitality brand in Australia, replacing the Hyatt Regency in the heart of Perth's CBD.

ACTIVATION

FCR developed and implemented a national earned media strategy across two phases - announcing the acquisition of Hyatt Regency Perth, and the launch of The Residence brand. FCR secured national media coverage across Print, TV and Radio, sparking debate and interest in the soon-to-launched Residence on Langley Park.

RESULTS

29

UNIQUE STORIES

7.8 million

TOTAL REACH

100%

POSITIVE SENTIMENT

40x

INCREASE IN SITE VISITS

WA today



NT News



The West Australian



THE HOTEL CONVERSATION



TRAVELLER