

Sector: Construction

Vlassak-Verhulst

Vlassak-Verhulst specializes in the construction of luxury new homes, as well as renovation and real estate agency. The company offers a whole range of building styles, ranging from manor house style to houses set in extensive grounds and fortified-style farmhouses.

Our challenge:

“Communicate about the opening of new offices to the Belgian and Dutch press.”

Vlassak-Verhulst asked NewsEnginePR to arrange additional media coverage of the opening of their new offices. The company wanted to position itself more clearly through this PR campaign, increase brand awareness and draw attention to its various building styles and ongoing construction projects.

Our approach:

“Invite the press to the opening and emphasise the unique location.”

- Target group: lifestyle press, quality press, architecture and construction press and the regional press.
- The lifestyle press was invited to the opening event. Attention was focused on the location (renovated convent) and the society aspect.
- Interviews were arranged with the management for a limited selection of the quality press about the renovation of the convent, the history of the company, its approach and projects.
- We went through the editorial calendars of the relevant media, to examine special features/publications could include coverage of the subject.

Result:

a whole series of press articles, including:

- De Tijd - 17/09/2005: “Vlassak-Verhulst betreft kantoren in gerenoveerd klooster”
- Gazet van Antwerpen - 17/09/2005: “Historisch klooster in oude glorie hersteld”
- l' Echo-actualités - 23/09/2005: “Vlassak-Verhulst, spécialiste de la maison haut de gamme, s'installe dans un cloître”

