

PRISM ENTRY	Atmosphere Communications
	Julie Etheridge
	Director
	julie@atmosphere.co.za
	+27 21 469 1564
	PropertyFox
ENTRY TITLE	PropertyFox Virtual Realty Report
CATEGORY	Publications

Overview

“What an innovative alternative to a property industry report. [The PropertyFox Virtual Realty Report](#) used social media to gain real-time understanding of the most sought-after cities and neighbourhoods in South Africa. We could never have imagined how popular it would be - our brand got noticed! We suspended all other marketing activities during the campaign months (February and March) – and PR ensured our best months ever,” PropertyFox’s co-founder Crispin Inglis.

On a lean budget of R90 177, Atmosphere exceeded its campaign goals and achieved exceptional exposure for the client. But more importantly, PropertyFox’s leads grew 176%, mandates leapt 55% and we delivered x11 return on investment, with media reach totaling 1.9-million.



OVERVIEW

Quirky, fresh and consumer-centric, our client [PropertyFox](#) sells houses online for a commission of 1.5% - a fraction of the average 6.25% charged in SA.

After successful credential-building publicity, Atmosphere was briefed to create a media relations-driven, brand-building campaign – to be executed on a limited budget.

Our solution: PropertyFox should become the first South African company to quantitatively link social media conversations with real-world trends. We created a visual, shareable national report, which ranked the most Instagrammed cities,

neighbourhoods, restaurants and bars in South Africa with corresponding real-world property prices.

The results:

- Quantifiable goal 1: increase leads (inbound queries via the Internet or phone) by 30%. Result: leads increased by **176%** over the period
- Quantifiable goal 2: increase mandates (clients signing on to PropertyFox to sell their homes) by 10%. Result: mandates grew by **55%**
- Quantifiable goal 3: deliver a return of x3 on the financial investment on the campaign. Result: **x11** ROI delivered



RESEARCH AND KEY INSIGHTS

- We partnered with research house, Metric, to identify the most used hashtags on Instagram in 2016 (the research sample run to December 2016, the report was compiled in early 2017 and released to media in March 2017)
- We mined 140 000 social media posts, researching the most popular hashtags and identifying conversation trends and activities
- Foreign social media accounts were excluded so that our report reflected local views only
- Hashtagged search terms related to the three main cities in South Africa. We also searched for descriptive and emotive comments describing consumers' favourite restaurants, bars, neighbourhoods and popular local hangouts in each city
- We backed this up with data gleaned from a formal property report, which defined average property prices in the most popular neighbourhoods over the past two years

PLANNING

Communication objectives:

- We wanted to highlight that PropertyFox is a fresh, alternative to traditional realtors, which is in touch with digitally savvy South Africans
- We aimed to position PropertyFox as an innovative and consumer-centric industry disruptor
- Our goal was to peak consumers' interest to increase web traffic to PropertyFox and upsurge leads and mandates

Measurable objectives:

- Quantifiable goal 1: increase sales leads by 30%
- Quantifiable goal 2: increase mandates by 10%
- Quantifiable goal 3: deliver an editorial return of x3 on the financial investment

Target audiences:

- Primary: digitally savvy South Africans, aged 25 to 50
- Secondary: social media influencers, restaurant and bar owners
- Tertiary: consumer, property and lifestyle media

PR messages:

- Virtual Realty Report is a first-of-its-kind annual report which looks deeply at Instagram activity in South Africa
- The report examines whether trends in the virtual world have any impact on real-world property prices
- PropertyFox is a digital industry disruptor with an innovative, low commission, customer-centric, transparent business model
- PropertyFox is the first South African corporate to conduct research into the impact social media conversation has on real-world activity

Communications tactics:

1. Digital Virtual Realty report:

We produced a visual report identifying the most hashtagged neighbourhoods, restaurants and bars in SA's three main regions. Additionally, it featured real-world average property prices in the most popular regions.

The report's visuals and content were curated to:

- make it print and digital media friendly
- be nationally and regionally relevant
- appeal to consumer, property, lifestyle and regional media
- be easily sliced and diced for shorter, social media posts

2. Consumer/Lifestyle/property media release:

Offering key findings and insight into our client and the aim of Virtual Realty

3. Business media release:

A supplementary story angled around PropertyFox being the first South African business to use quantitative 'hashtag' activity for a marketing activity

4. Social media posts:

Visual posts offering excerpts from the report, tailored for national and regional interest and boosted to relevant audiences

5. Influencer partnership:

Budget was limited, but we persuaded our client to invest in one influencer partnership to drive online conversation.

6. Direct engagement

A trophy and certificate was dropped off at the most hashtagged restaurants and bars to encourage them to make a noise on their own social channels.

Consultation with management:

A short presentation immediately convinced the owners to go with the campaign

EXECUTION

Implementation:

- The media relations commenced with an exclusive media interview with the country's largest weekend property sections, which was syndicated in three major cities
- We followed this with tailored media pitches to online, radio and long-lead media in the following segments: consumer, business, lifestyle, property and travel media
- We drafted 10 social media posts to encourage shareability of the report
- Certain key posts were boosted via Facebook to appropriate audiences



Creative solution:

- While the media relations took off immediately, the social media had a slower start. Since we knew that the content was perfect for the digital space, we added an influencer element to accelerate conversation. Sam Linsell of Drizzle&Dip was chosen because she has a big audience whose reach resonated with a slightly older audience. Her posts were used to amplify the content on social media.

EVALUATION

Results per communication objective:

1. Highlight that PropertyFox is a fresh, alternative to traditional realtors that is in touch with digitally savvy South Africans

Media results:

- 18 instances of on-message consumer, property, lifestyle and business media coverage over a two-month period
- The media coverage reached an audience of 1 906 115
- Media coverage value: R965 465
- Each editorial piece appeared in top tier one media publications as agreed and signed off by client

Social media reveals trends

Electronic chat gives insight into popular spots and property prices

BONNY FOURIE

SOUTH Africa's social media usage is directing an interesting spotlight on Cape Town's property trends. And, by exposing what makes the city's people tick, it gives insight into property prices.

Analysis of social media can show where residents enjoy eating out and which neighbourhoods are the most popular. And there is no doubt that, from the number of Instagram references, Cape Town is South Africa's favourite spot.

The 2016 PropertyFox Virtual Realty Report, the first such report to be released in the country, looked at Instagram usage in South Africa's three leading cities – Cape Town, Johannesburg and Durban – and examined whether trends in the virtual world had any impact on real-world property prices.

"Social media has become such a big part of our everyday lives and we thought, 'what if we were able to assess the perception and values of areas based on the opinions and emotions floating about in the social media space,'" says PropertyFox co-founder Crispin Inglis.

"This report is a real-time, genuine and refreshing alternative to standard property reports we see every year."

The study between research house Metric and property industry disruptor PropertyFox – which removes real estate agents from the property sales process and lowers commission rates – found that Instagram had become a "powerful social and economic force".

Inglis says it is also setting trends, putting individual Instagrammers in positions of influence, and placing restaurants and bars on the map.

And, it is influencing property purchasing decisions, he says.

"PropertyFox has innovated its model around the consumer, and one of the most effective avenues into a consumer's



Methodology

RESEARCH house Metric set up software to track the most used hashtags in South Africa over the past year.

The data from social media was extracted, verified, analysed and tagged. After quantitative data gathering, the data was analysed by a team of researchers who looked for activity for insights and ranked the findings.

Every effort was made to exclude foreign accounts from the exercise. PropertyFox used Lightstone data to overlay property price trends over social media findings.

popular places on Instagram were Sandton, Rosebank and Braamfontein.

In terms of the most Instagrammed restaurants, Crumbs and Cream came out tops in Cape Town, while Café Cru at Monte Casino did it for Johannesburg. In Durban, Umhlanga's Oyster Box drew the most attention.

The research also found that the hashtag #homesweethome was used 5 105 times in the country and #homedecor 868 times.

Summing up the report, Instagrammer Abe Louw, known as The Louwdown, says: "I think this report has specific relevance to the property market, as the use of social media now facilitates geo-social commentary."

"When someone posts or Instagrams from an area, it not only gives you physical insight, but an emotional insight too: the Atlantic Seaboard is beautiful, but the fact that people are taking out their phones and posting about it shows that they feel safe."

"As Instagram will serve you images based on your geo-tagged position, it is great to know which suburbs are most talked about so that we can join the conversation."

1st Cape Town
89 858 posts



2nd Joburg
30 758 posts



3rd Durban
17 267 posts



perception is through their social media engagements. We wanted to build a picture of what the virtual neighbourhood – the Instahood – looked like in South Africa in 2016."

Co-founder Ashley James says consumers have traditionally come second "for way too long" in South Africa, and that

social media is a powerful platform to understand consumer values.

"It helps businesses shape their offerings, especially for consumer-centric models like ours," he says.

Using 137 883 Instagram posts, and excluding foreign accounts as much as possible,

researchers discovered what South Africans were saying about their neighbourhoods.

The most Instagrammed neighbourhoods in Cape Town were Camps Bay, the South Peninsula and the City Bowl.

Researchers advise that property buyers who want to get close to the action in

Camps Bay, but have less to spend, should try more affordable nearby neighbourhoods such as the CBD, Vredehoek or Green Point.

Affordable options in the Southern Suburbs include Bergvliet (see story below) and Diep River.

In Johannesburg, the most

Social media results:

- Social reach: 213 083
- Social media value: R10 500

Tweets Tweets & replies Media

tashas cafe @tashascafe · Mar 9
#tashascafe is one of the most hash-tagged spots in #SouthAfrica per to @MRCPT. :) Some interesting facts: bit.ly/2mWONEw



1 5

W24.co.za @W24_SA

Follow

These are the most popular #Instahoods in South Africa w24.co.za/Home/Travel/th ...



LIKES
3



Crumbs and Cream @crumbscream · Mar 11

Thank you @PropertyFoxSA!



PropertyFox @PropertyFoxSA
@crumbscream, #cafecru, @ShimmyBeach, @CafeCaprice, @tashascafe and @oysterbox in our #virtualrealtyreport! - bit.ly/2m2Snth

1

2. Position PropertyFox as innovative and consumer-centric industry disruptor
 - 83.3% of media coverage contained PropertyFox's brand messaging (15 of the 18)

- 100% of media mentions had findings or a talking point from the VR report messages (18 out of 18)

3. Peak consumers' interest to increase web traffic to PropertyFox and increase leads and mandates

- Google Analytics showed spikes on days of radio interviews and landmark coverage pieces
- On 12 May, following a key radio interview on the report, PropertyFox's website searches were at their peak for the year
- Business leads increased by 176% - target: A 30% increase in leads
- Mandates increased by 55% - target: A 10% increase in mandates



GOAL 3: A return on investment of a minimum of x3:

ACHIEVED: x11 ROI

Total Investment: R90 177

Total results value: R975 965

RESULTS SUMMARY:

- *Leads: increased by 176%*
- *Mandates: increased by 55%*
- *Media mentions: 18*
- *Social reach: 213 083*
- *Social media value: R10 500*
- *Media reach: 1 906 115*
- *Media coverage value: R965 465*
- *PR fee investment: R69 500*
- *External cost investment: R20 677*
- *Total reach: 2 119 198*
- *ROI X11*