

Introduction

As a leading developer of retirement properties, Pegasus Retirement Homes has built more than 70 developments and sold more than 2000 retirement apartments nationwide. Mistral assists Pegasus with its media relations across all its selling developments – from communications at the pre-planning stage to promoting each location as the next big retirement hotspot.

Objectives

Pegasus wanted to raise its national, lifestyle and regional profile, and promote its various locations as the most desirable retirement destinations in the country.

Strategy

Mistral created and adopted a targeted proactive and reactive approach to its media relations campaign for Pegasus. Mistral established effective and valuable relationships with national and regional lifestyle and property journalists, and used unique and interesting features of locations and properties, as well as specific lifestyle hooks, to secure editorial coverage.

Results

Mistral has achieved significant and sustained coverage across national, lifestyle, regional, local, trade and online media. Titles include: *The Sunday Telegraph*, *Sunday Times*, *The Times*, *The Daily Telegraph*, *Daily Express*, *Daily Mail*, *Mail on Sunday* and *Saga*.

