

Press Release for B&T Directory

As a specialist agency we are proud to offer individual and customised services focusing exclusively within the property industry.

Promoting our clients' developments and corporate profiles through strategic planning of media communications and marketing collateral. We create results for our projects, not just ideas.

Martin & Martin Advertising has the ability to be flexible within our campaigns as we have learnt that markets move quickly and what was relevant last week may not even factor next week. We have a comprehensive understanding of the property industry and network well with other team consultants in achieving our objectives and goals.

The Directors, Jim and Julie Martin, established Martin & Martin Property Advertising Specialists, in 1989 (succeeding from the original manifestation – The Martin Agency which began in 1977), through to our newest team members, there is a collective approach to providing contemporary and qualified depth of expertise and experience.

Each member of the Martin & Martin team has credible experience, expertise and talent in unique facets of design, marketing and advertising. We brainstorm and troubleshoot the creative process under a single roof allowing us to monitor and measure the quality of work and results of the campaign. This ensures that your strong, consistent creative image is successfully communicated – on time and on budget.

We are geared to react quickly to market conditions, as our agency's total focus is on the real estate industry.

Completed research is assimilated with a branding structure and then created. The marketing campaigns are set with short term and long-term strategies and our team of professional marketing planners that are watching for attitudinal shifts in the marketplace.

As marketing specialists in the real estate and property development industry, we have worked on projects during tough and fast moving markets. We have learnt the ability to understand and analyse market statistics and trends and how they impact on the marketing and advertising mix.

Understanding your goals, directions and place within the industry helps us to focus on meeting and exceeding your communication objectives while maximising your marketing and advertising opportunities. Working together to provide every client with a unique and contemporary position in the market.