



## **Sydney property agent given a new lease on online life**

**SYDNEY, June 9, 2009:** STW's Moon Communications Group has given Sydney property agent BresicWhitney a new online look, developing a cutting edge brand website and functionality to match its high-profile offline reputation.

Launching this week, the new brand and website aims to help BresicWhitney achieve its goal of becoming Sydney's greatest matchmaker – successfully matching people with properties.

Initially engaged just to review BresicWhitney's online brand, Moon undertook workshops, user interviews, extensive competitor analysis across Australian, US and UK markets, examined information architecture and technical solutions.

It then developed an over-arching brand strategy, driving the design of the new website away from the traditional estate agent landscape, and turning the space into a unique lifestyle destination.

Keeping with the lifestyle theme, the site includes a syndicated live feed of event and venue content from the Time Out Sydney magazine website.

“By creating a lifestyle portal rather than a typical agent property website, we now have something users can engage with on a more personal and emotional level,” said BresicWhitney's Director, Shannan Whitney.

“The aim for us is to increase website visitors, increase user registration and sales lead conversions, increase successful sales and rentals, and to reduce telephone enquiries. The final design has delivered the platform to achieve this, packaged in a highly visual boutique magazine-style look and feel,” he continued.

“Moon provided copy, a photography brief and photography services that set the quality of the website content well above the competition, allowing interesting and attractive details to be featured in ways that are not typical in the industry.”

Managing Director of Moon, Anouk Darling, said: “The site embodies BresicWhitney's offline brand reputation while still having great functionality. We've designed a compelling and usable panel concept that's optimised for larger monitors and modern browsers, allowing users to browse quickly and compare properties on the same screen.

“The largest part of a project like this, with mobile integration, automatic feeds to domain.com.au and realestate.com.au, a highly customised CMS, property alerts and regular newsletters, is of course, the technical work and expertise required. Being able to work closely with BresicWhitney has been crucial to the success of such a complicated project and keeping it user friendly,” she said.

Moon Communications Group is part of STW Group, Australia's leading marketing content and communications services group. Moon specialises in delivering creative brand, communication, retail, advertising, digital and interactive solutions.

**Ends.**

**More information contact:  
Kirsten Smith, Moon Communications Group  
+61 2 9035 6672**