

Media release

Domain will arm you on the property battlefield

Domain launches spring campaign

Monday, 10 September 2012: Using Domain's comprehensive suite of mobile apps to come out on top in the property market in the spring selling season is the theme of Domain's multi-platform campaign launched last night.

The campaign is a continuation of the "Dominate with Domain" theme established earlier in the year, and draws on the insight that real estate is competitive – a battlefield – and you need to arm yourself with the best tools from Domain in order to win.

As well as TV and cinema, the campaign will run across print, radio, OOH and digital.

"With the Domain mobile apps, property seekers can easily search thousands of properties Australia-wide while being able to view photo galleries, maps, inspection times, auction details, plus phone or email agents directly," said Matt Siddons, Marketing Director, Real Estate, for Fairfax Marketplaces.

"You have to be smart to beat your competitors to the best property and Domain's unique set of tools and information can help our customers come out on top," said Mr Siddons.

"The mobile apps mean you'll have all Domain's great tools at your side, all the time, so you're always armed to go into battle and dominate," said Whybin/TBWA Account Director Bryony Marks.

Advertising agency: Whybins/TBWA

Social media: Tequila

Media agency: Carat

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For further information or to arrange an interview contact:

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About Domain

Domain is one of Australia's leading real estate destinations and offers an integrated multi-platform solution that spans online, print and mobile for the real estate industry, as well as homebuyers, sellers and renters. With the most suburb specific details, a world-leading 'radar' search functionality, convenient home alerts, sold property listings, sales histories and Australia's leading property search mobile apps, Domain offers the easiest and most informative search experience. Domain is available through more than 200 metropolitan, regional and community newspapers, domain.com.au and through an extensive suite of mobile apps.