

# ANDRIA MITSAKOS

PUBLIC RELATIONS

**Goldeneye Development, Jamaica** ([www.goldeneyedevelopment.com](http://www.goldeneyedevelopment.com))



## Overview

One of the fastest growing sectors of tourism is residential tourism and the social responsibility that goes with it. With AMPR, Chris Blackwell was a step ahead of his visions. At the base of these new trends, AMPR created a breakthrough PR campaign placing Blackwell's developments as prime investments and non-profit organizations as environmental and economical staples in Jamaica. Through strategic real estate partnerships, A-list media placements, creating story angles within volunteerism and residential tourism, and hosting promotional events in key markets, AMPR pulled the brand into the forefront of these new dimensions. As a result, a leading story appeared in *Black Ink*, the magazine for American Express Centurion Cardholders. This three-page feature written by Lisa Gabor highlighted Blackwell's dedication to philanthropy and the path for his newest development at Goldeneye.

## Goals:

- Create a buzz for the trend of residential tourism and Blackwell's vision for Goldeneye
- Emphasize the local community's involvement in the development
- Simultaneously maintain the integrity of all of Blackwell's other business ventures
- Encourage consumers to purchase property in Jamaica – those that are repeat clients and those interested in investing offshore. Issues regarding safety and security for Jamaica certainly an issue.

## Results:

- Associated Press story resulting in more than 300 syndicated stories in all US and Canadian major daily newspapers
- A-list media placements in *Vanity Fair*, *New York Times*, *Black Ink* (*Centurion AMEX Card Members*), *London Telegraph*, *Rolling Stone*, *Conde Nast Traveler*, *Robb Repot*, *Financial Times*, *Elle*, *InStyle*, *GQ*, *Toronto Star*, *Toronto Sun*, *Globe and Mail*, *Travel + Leisure*, *Harper's Bazaar*, *W*, *Evening Standard*, *BA High Life*, *Jumeriah Magazine*, *Islands*,

*Vogue, Glamour, The Guardian, The Independent, The Sunday Times, Entertainment Weekly, and various regional publications.*

- AMPR created the relationship between SOL Sotheby's International Realty and Goldeneye
- More than 100 of the jet set in NYC came out to preview the development at an event created to launch the buzz
- More than 250 movers and shakers in Miami attended an event to launch the development in South Florida/Latin America
- More than 150 of Hollywood's elite attended a premiere party in Los Angeles
- More than 200 of Toronto's high end market turned out for partnership event
- Integration of Goldeneye into the American Friends of Jamaica's annual South Florida Gala