

ORIA

S P R I N G H I L L

2026 UDIA QUEENSLAND AWARDS FOR EXCELLENCE — MARKETING

EXECUTIVE SUMMARY

A story of reset, recalibration & results

Originally launched in 2021 and 80% sold, Oria was halted by COVID-era construction instability — no builder could be secured, and in March 2023 Keylin cancelled all sales contracts.

Rather than retreat, Keylin redesigned the scheme around inner-city liveability — removing the hotel component, refining floor plates and amenity — and relaunched in June 2025, six months after construction commenced.

Keeping the name was a choice and a commitment: every search would surface the project's past. We accepted that openly, confident the recalibrated product would rewrite the story. It did.

3,837

LEADS GENERATED

(Target 3,695)

85%

SOLD

(Six months ahead of completion)

34.5%

APPOINTMENT-TO-SALE

(Industry Benchmark 10 –25%)

25 days

AVERAGE ENQUIRY
TO CONTRACT

80%

OF BUYERS WITH A DIRECT
SPRING HILL CONNECTION



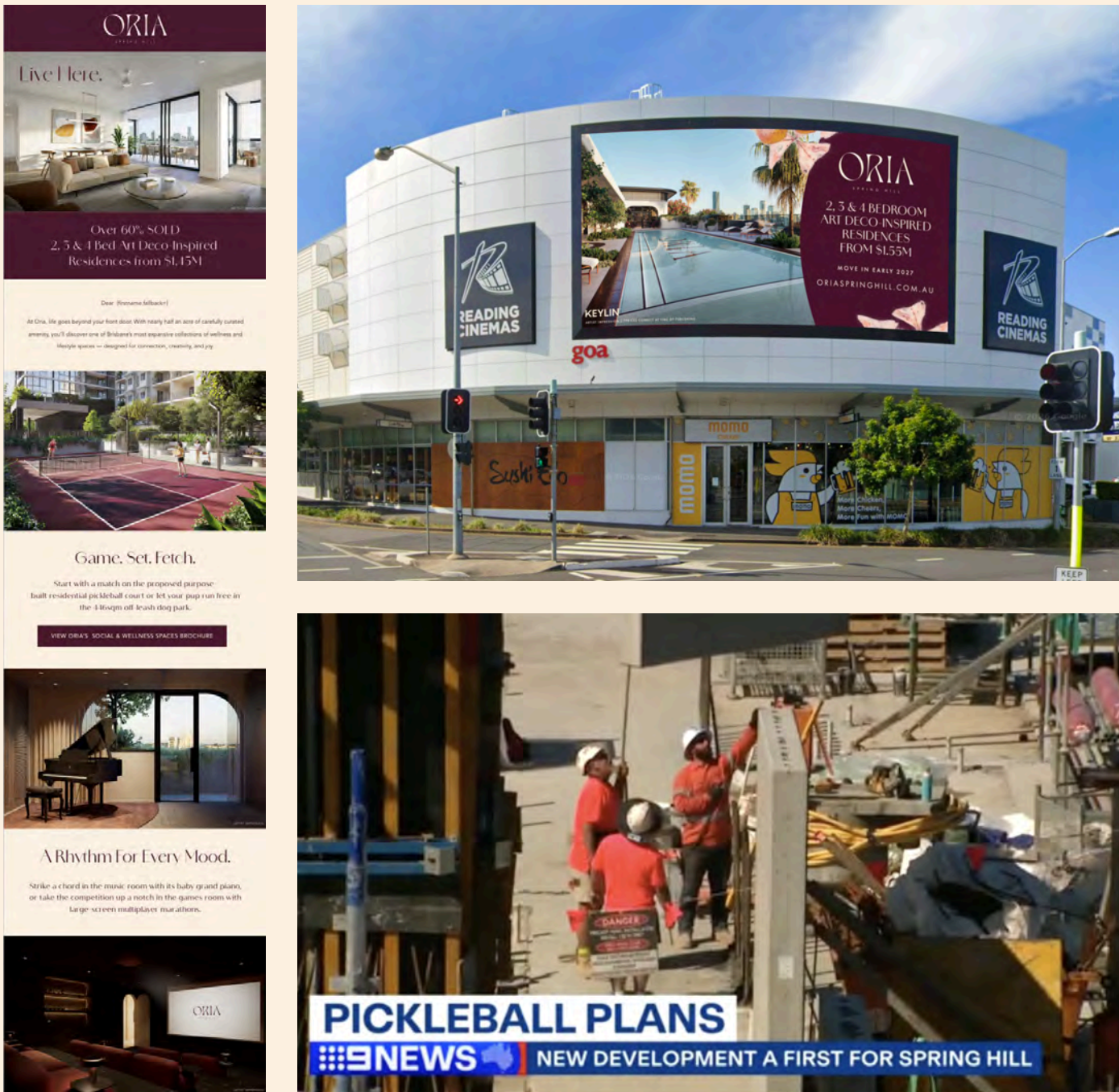
IMPLEMENTATION & MONITORING OF MARKETING STRATEGY

1 Product Type, Audience Segmentation & Strategic Channels

Product mix segmented and audiences defined and targeted using sub brand executions, key message pillars and strategic media channels.

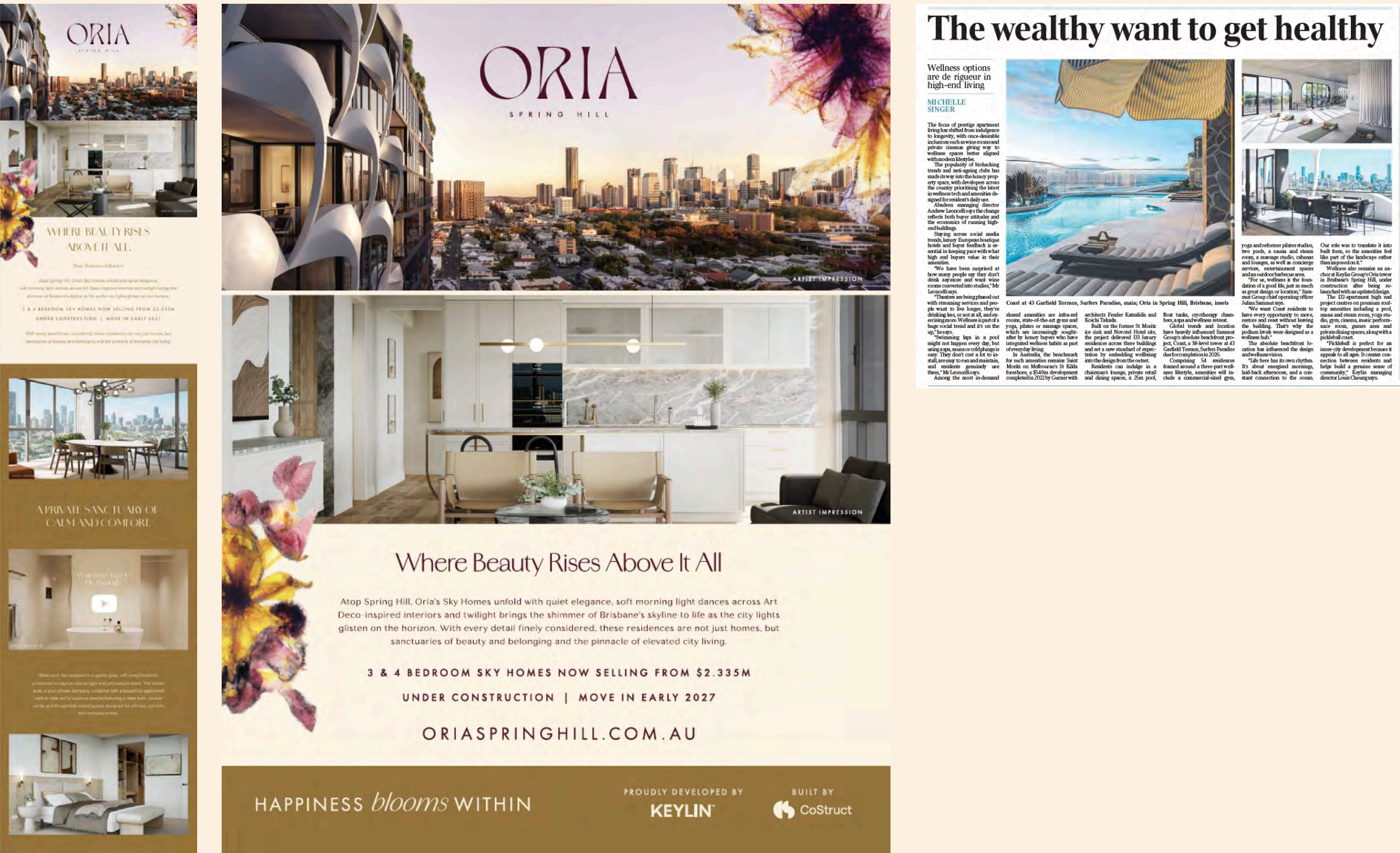
Residences - 2 Bed

Segmented databsed EDM's – Suburb targeted outdoor campaign – Amenity & wellness focused news and collateral.



Sky Homes - 3 Bed+

Segmented databsed EDM's – The Australian -Mansions Magazine September 2025

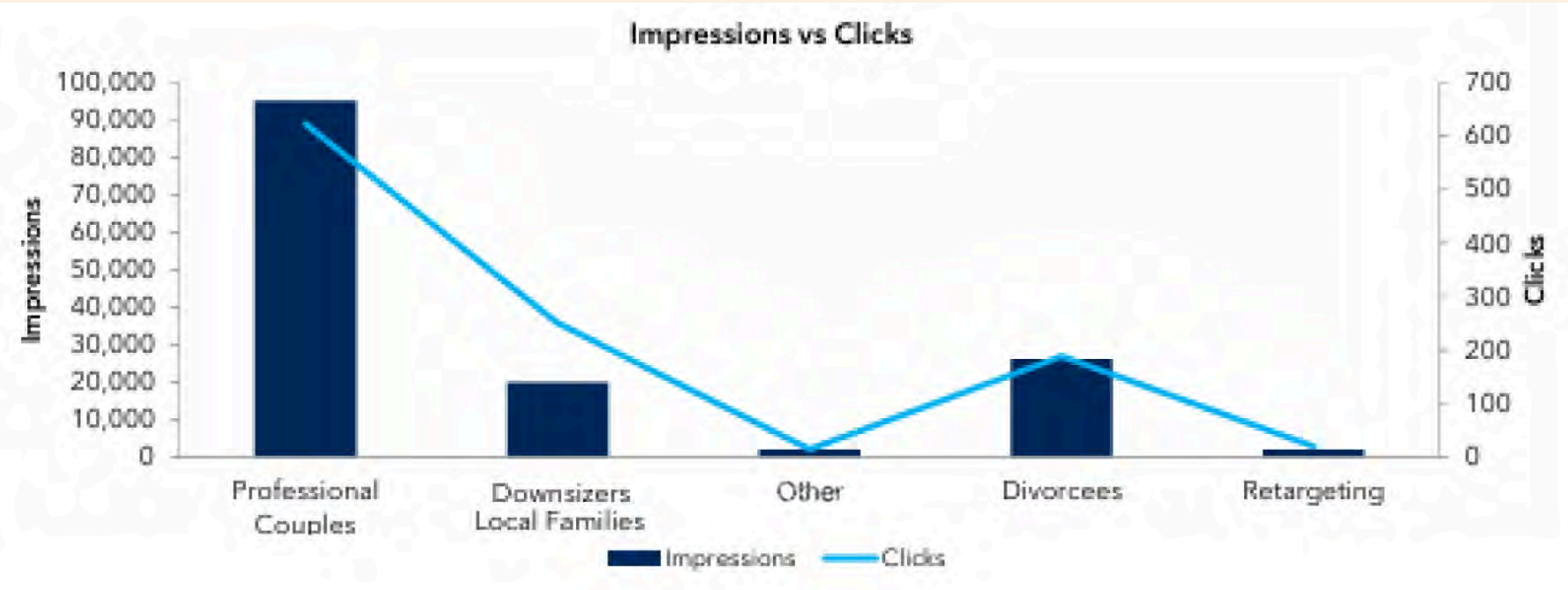


2 Optimised weekly, informed by data insights

A standing weekly loop

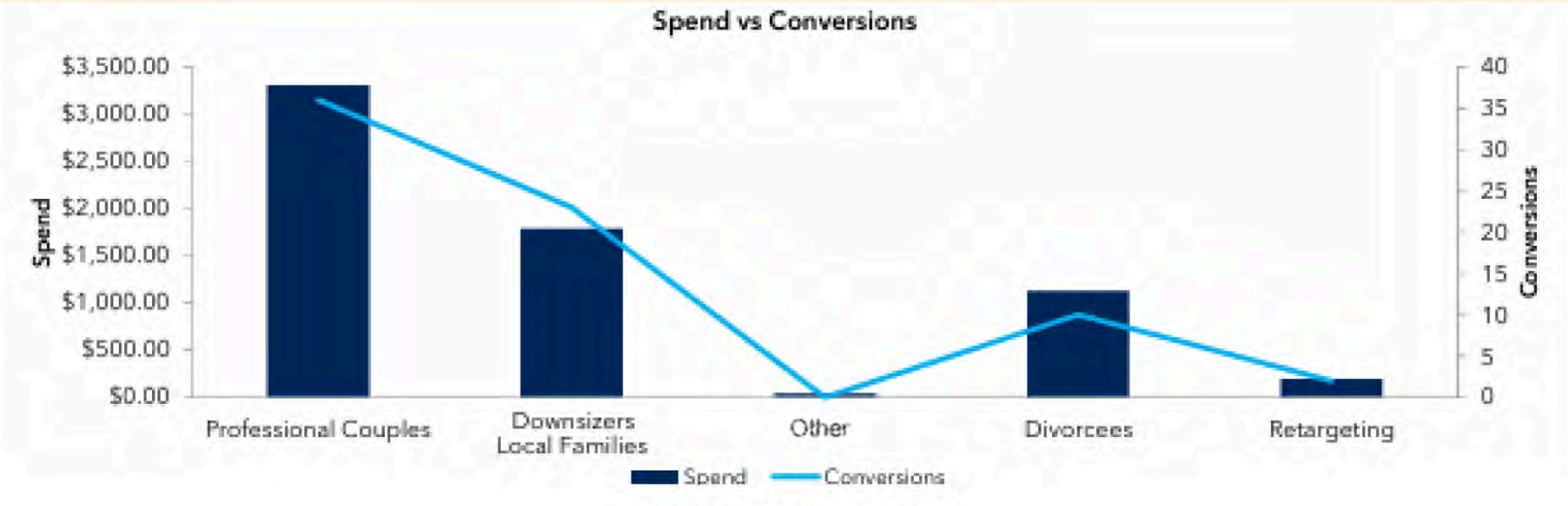
Performance reviews across media conversions, Google Analytics, Salesforce and social data drove live decisions — retargeting, creative refinement and media reallocation happened weekly, not quarterly.

JULY

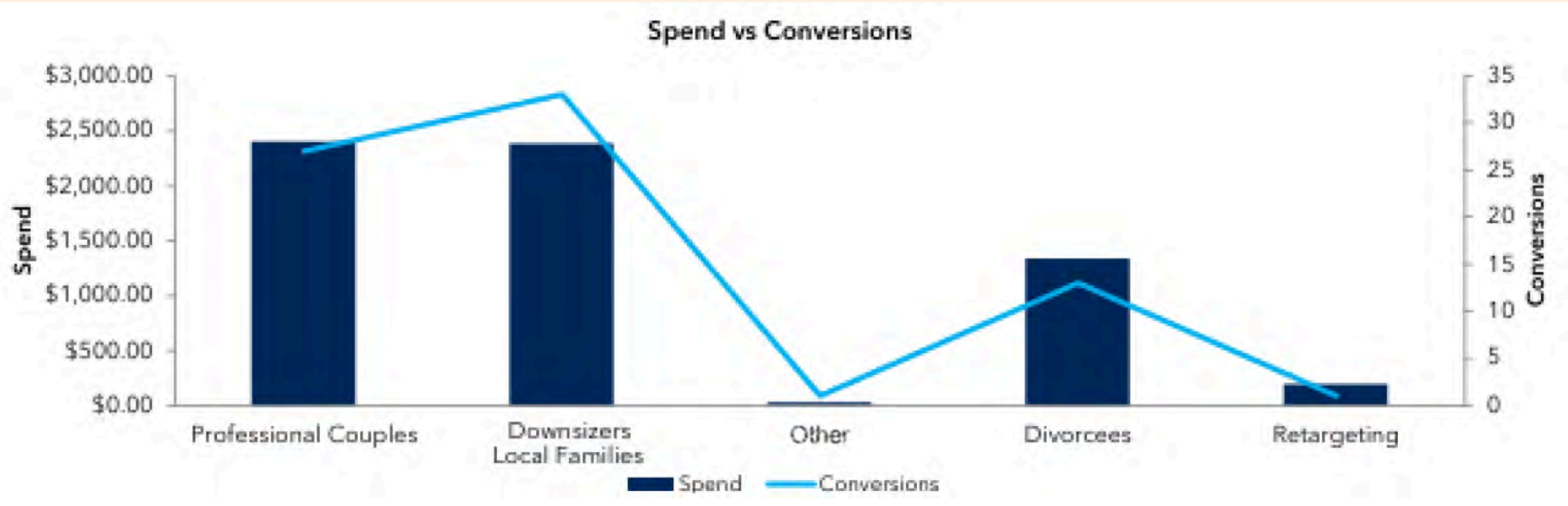
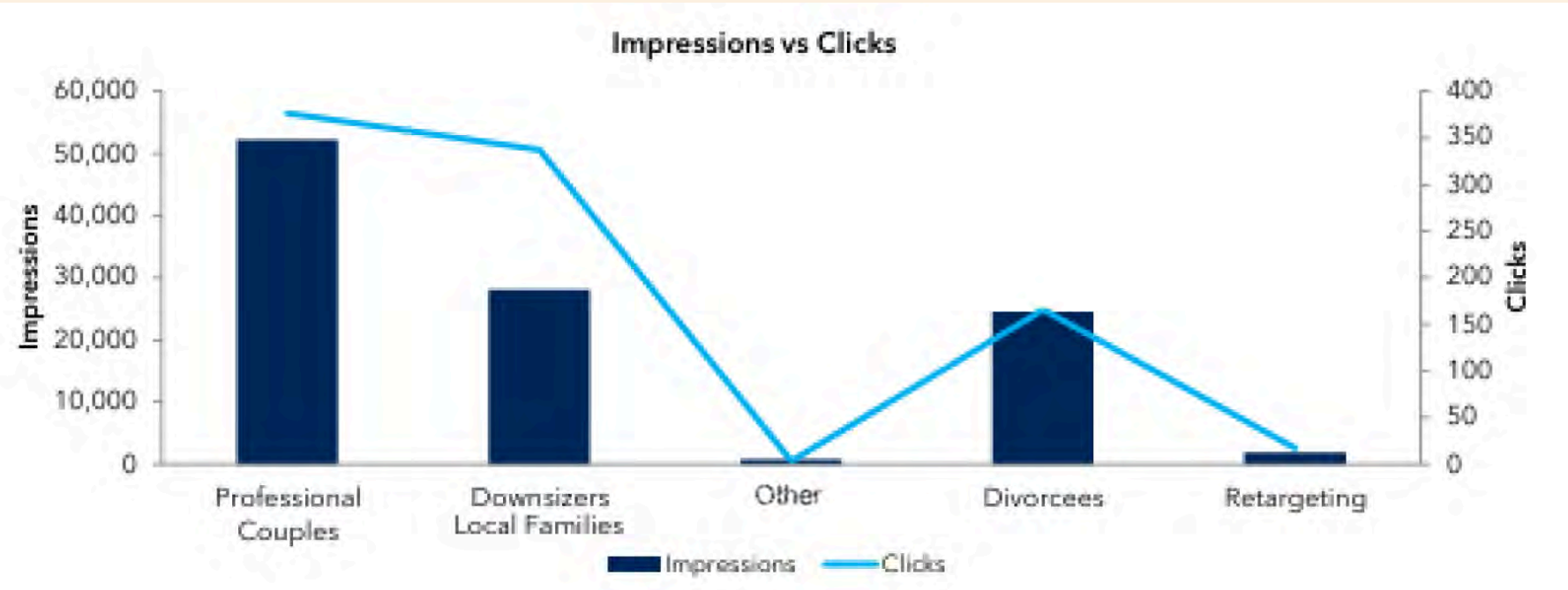


Insight into action – and result highlight

July results identified slower performance from Local Families, while Downsizers were converting strongly. This insight triggered a shift in spend, with August results seeing Downsizers emerge as the campaign’s highest-converting audience.



AUGUST



3 Sales Floor Intelligence & Buyer data shaped placements

25% of buyers cited proximity to Brisbane Grammar School — directly informing PR angles and billboard locations.

BUYERS OF LOT 1309	
RelatedDetailsConversation	
Comments	
17/8/25 - Dick, Vicky and son Daniel who will be attending GRAMMAR is 2027. Run a digital exchange in HK. 3 Bedroom own occ. Dick has PR. Types E / D & G of interest.	
Profiling Information	
Interested in Apartment	Listing Type
Requested information	Suburb + Personal Relationships
How did you hear about us?	Children at Terrace or Grammar
How long have they been looking	Location
Recently commenced	Key Drivers
Purchase Type	Education
Owner Occupier	Household Type
Reason for purchase	Family - Children at home
Owner Occupier	Risk/ Building Experience
Finance	Politically Exposed Persons Suspected?
Cash position	
Purchase Timeline	
Immediate3 - 6 months	

The result of disciplined optimisation:

- \$139 CPL against a \$300–\$400 prestige benchmark
- 46.4% average eDM open rate
- 34.5% appointment-to-sale

DEVELOPING
QUEENSLAND

SCHOOL TIES BOOST ORIA SALES

Parents have snapped up luxury apartments at Oria Spring Hill primarily for one reason, writes Stephen Nadin

Recent buyer data reveals Oria in Spring Hill is attracting attention from buyers connected to local schools, with 25 per cent citing the development's proximity to Brisbane Grammar School as central to their decision.

As a Brisbane Grammar School alum, Keylin managing director Louis Cheung said this trend reflected the opportunity he and his team identified early on in Spring Hill.

"Spring Hill is a unique suburb in Brisbane – it's close to the CBD, rich in history and home to some of the country's premium year 12 and under educational institutes," he said.

"Yet, there isn't the right housing options to cater to these families.

"Oria addresses this gap in the local market – a demand that will continue to grow as Brisbane Girls Grammar School opens this year."

Kaushalya Welikala said her and her husband decided to purchase in the project because it offered convenience and the opportunity to invest in their children's future.



Construction has started at Oria Spring Hill where Kaushalya Welikala (right) and her husband have bought. Pictures: Sarah Keayes/The Photo Pitch and supplied



"The main reasons we purchased an apartment at Oria was because it's near the Brisbane Girl's Grammar School where my oldest daughter attends grade 8 and my youngest will attend grade 6 when the junior school opens next year," she said.

"Right now, we live further out, and the daily commute is exhausting.

"Living at Oria will make life so much easier – not just for getting to

school, but for enjoying the city and being able to walk our husky and toypoodle at Victoria Park whenever we like."

Ms Welikala said Spring Hill's location to the school gave her and her husband the peace of mind to allow their daughters to walk to and from school.

"Being able to walk to school each day is so much more convenient, especially for after-school activities, and means less

time commuting for everyone," she said.

"When I saw Oria, I loved that it's designed with families in mind. Features like the dedicated piano room are perfect for our children's lessons, and the off-leash dog area and pet bathing station show that even our family pets are considered."

Keylin has unveiled its Limited Sky Homes Collection – an exclusive release of seven three-

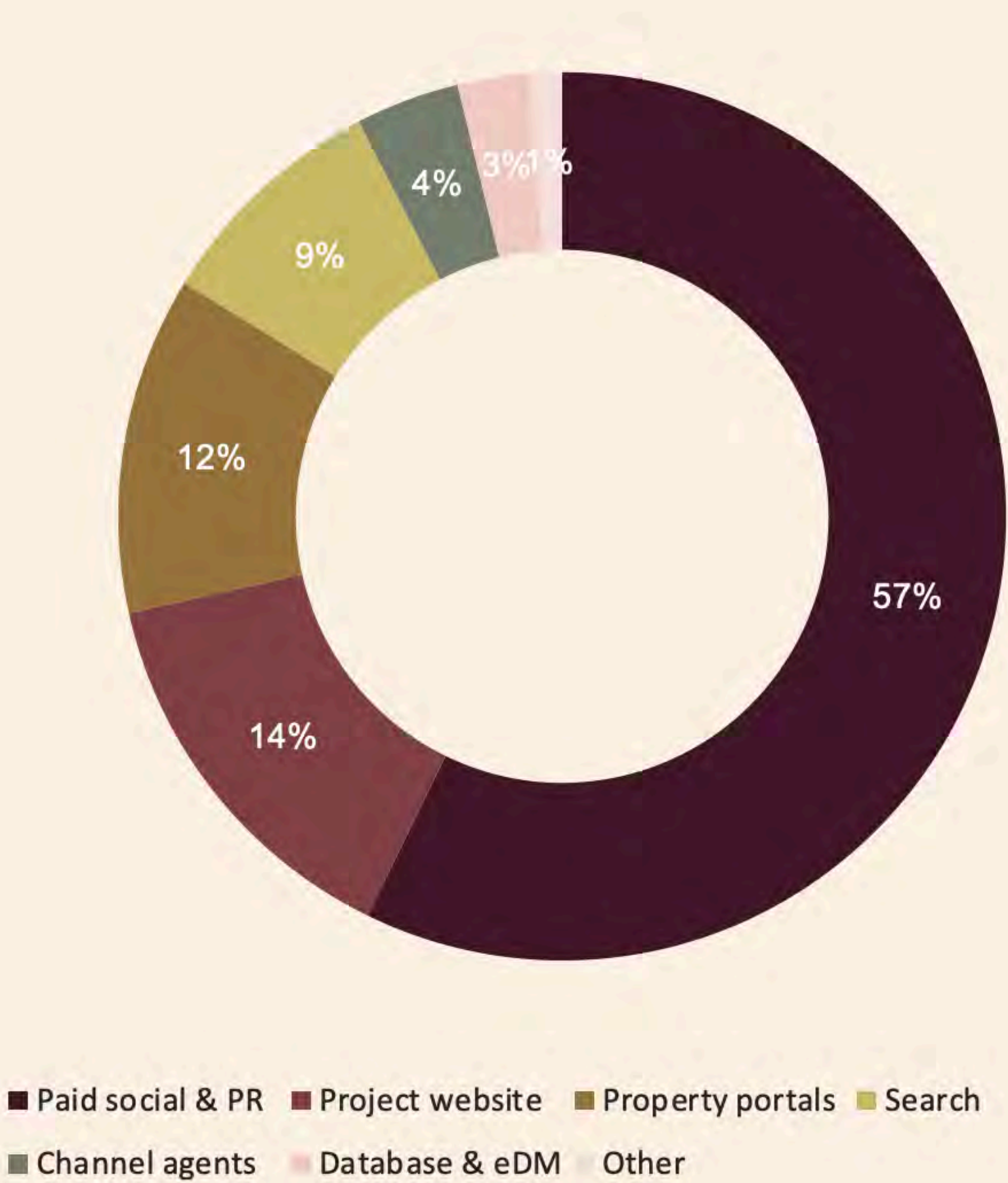
bedroom apartments with a choice of city skyline or Victoria Park views. Starting at \$4.15m, the sky homes offer high-end finishes and a mix of large format open-

planned living spaces with two residences featuring a fireplace. Residents will have access to state-of-the-art amenities, including a pool, sauna and steam room, pickleball court, games area, yoga studio, gym, cinema and private dining spaces.

“The main reasons we purchased an apartment at Oria was because its near the Brisbane Girl's Grammar School where my oldest daughter attends grade 8.”

KAUSHALYA VELIKALA, ORIA SPRING HILL RESIDENT

Where 3,772 enquiries came from



57%

Paid social and PR — the Oria Facebook campaign alone delivered 2,048 enquiries

14%

Project website (539 direct)

21%

Portals + search — REA, Domain, Urban and Google capturing active hunters

IMPLEMENTATION & MONITORING OF MARKETING STRATEGY

The campaign at a glance

\$476.5k

Total media spend

3,782

Leads generated

310

Sales appointments

107

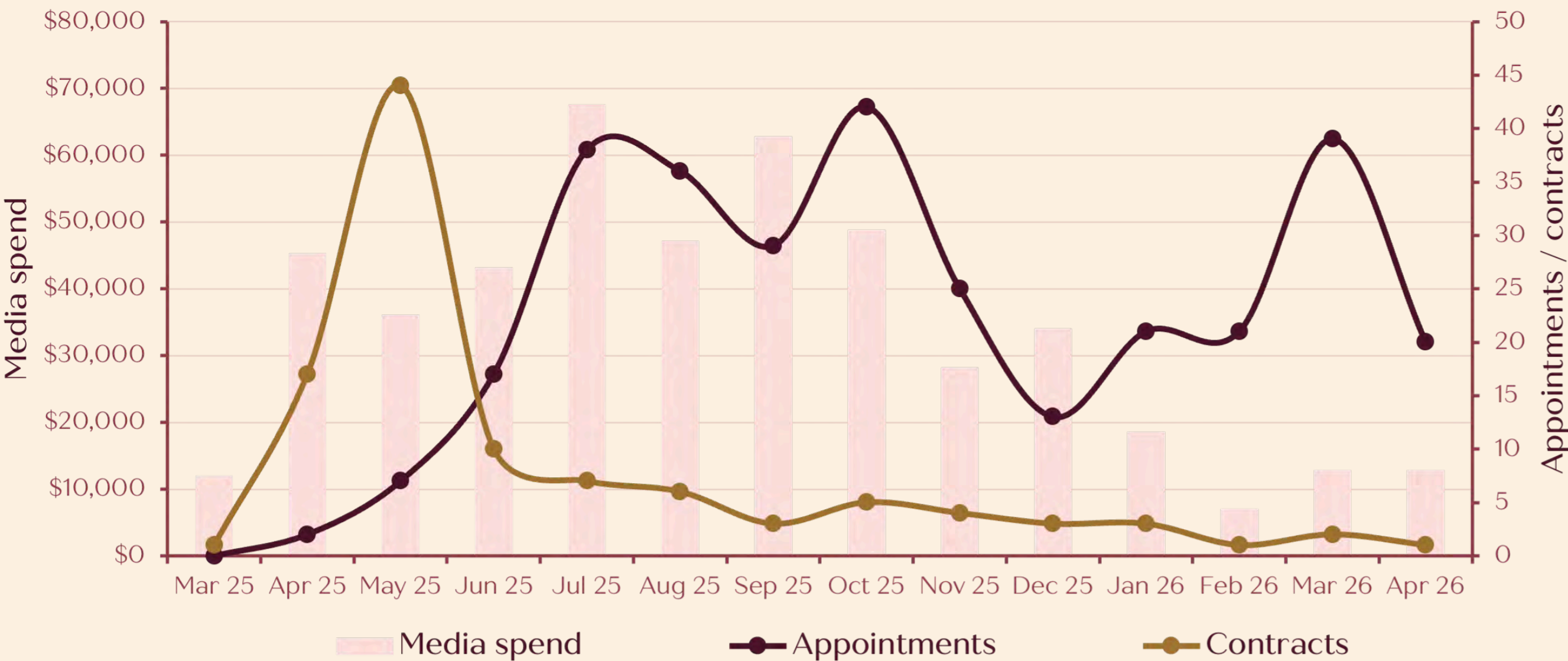
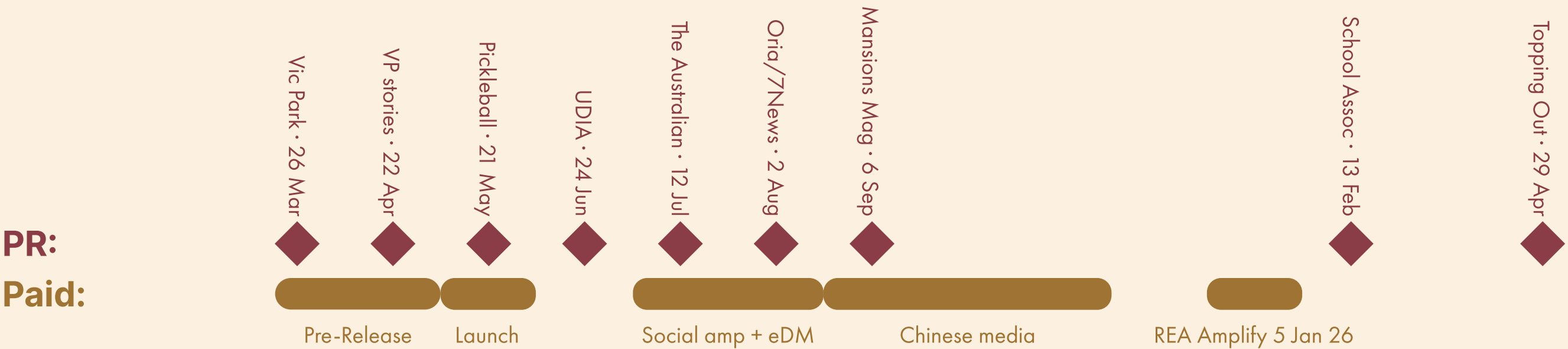
Contracts secured

\$139 cost per lead
2.83% lead-to-contract conversion
34.5% appointment-to-sale conversion



Owned, Earned and Paid Worked Together

Media spend, appointments and contracts — with earned-media stories paid activity flights driving results



May 25

Contracts peaked (44) on mid-level spend — the pre-release window built demand and then converted, followed up by launch budget spend to ramp momentum.

Jul 25

The biggest spend month bought the appointment engine

Mar 26

39 appointments on maintenance spend— the School Association story pushing reach and targeted engagement.

Construction Underway, Pre- Release Period Built Demand

57%

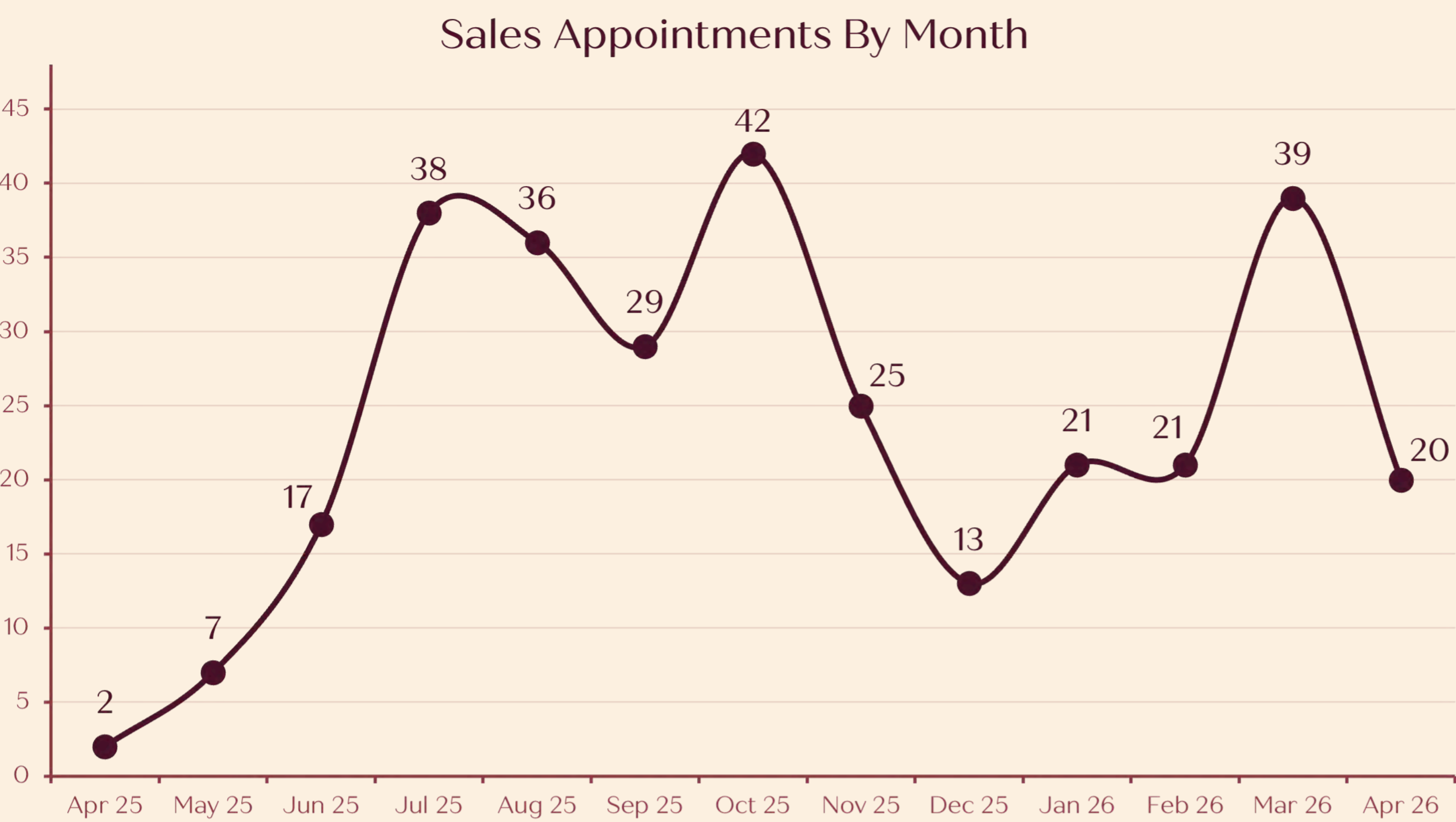
Of all contracts (61 of 107) were secured during the pre-release appointment phase — before the sales display formally opened.

May 2025 — the most efficient month of the entire campaign: 470 leads and 44 contracts off just \$36K of spend.



Sales display opening converted interest into action

The display formally opened 12 July 2025. Appointments more than doubled in a month and stayed elevated through the active now selling period.



17 → 38

Appointments, June to July

29–42

Monthly appointments sustained
Aug – Oct

14.2%

Of total budget deployed in July to back
the opening

MARKET ACCEPTANCE & SUCCESS

Spring Hill Connection

85%

Sold 6 months out from completion

80%

Of buyers have a direct connection to Spring Hill — school, work or prior residence

25%

Cited proximity to Brisbane Grammar School as central to their decision

90%

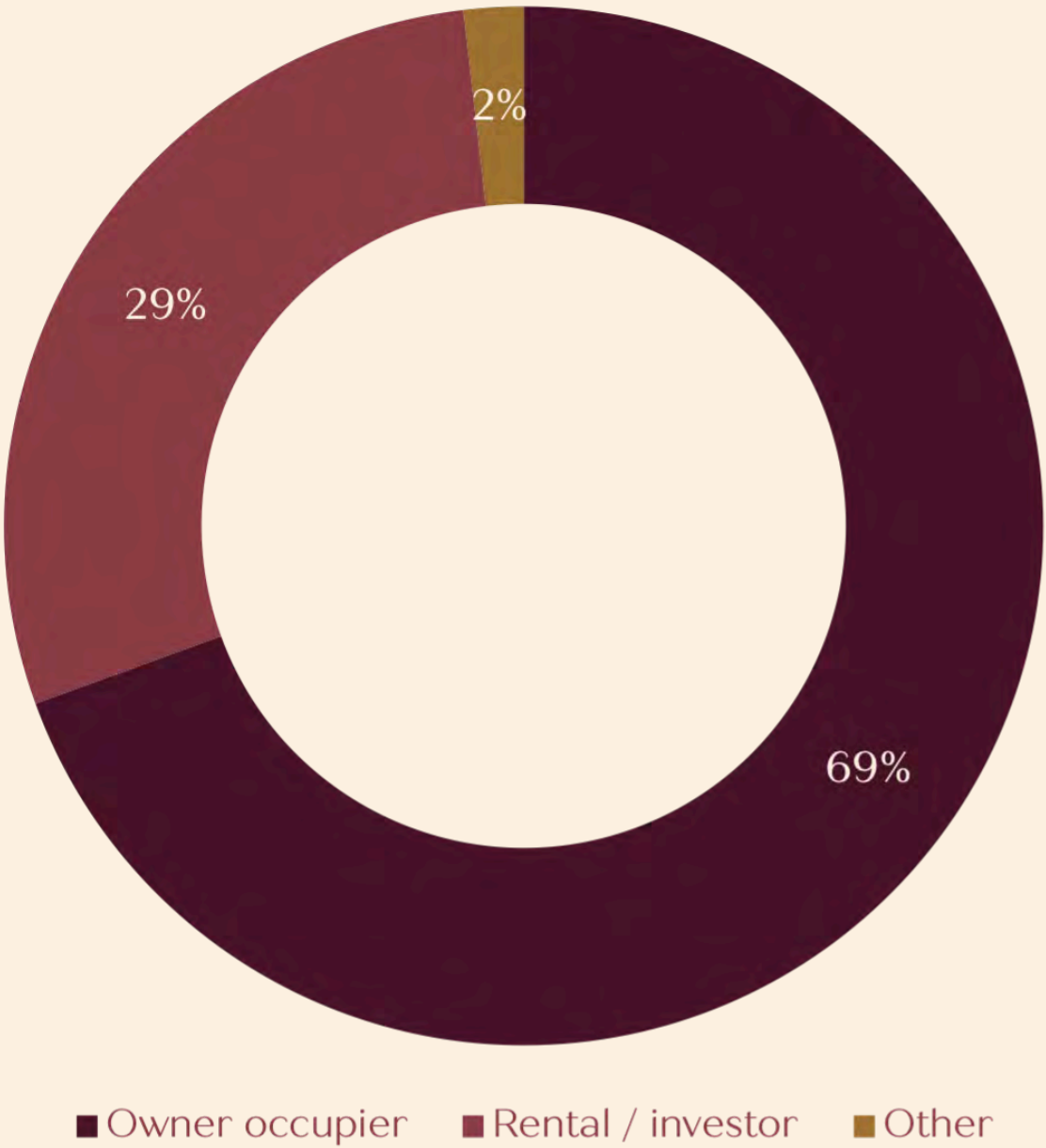
Queensland-based buyers; 69% from Brisbane itself

5%

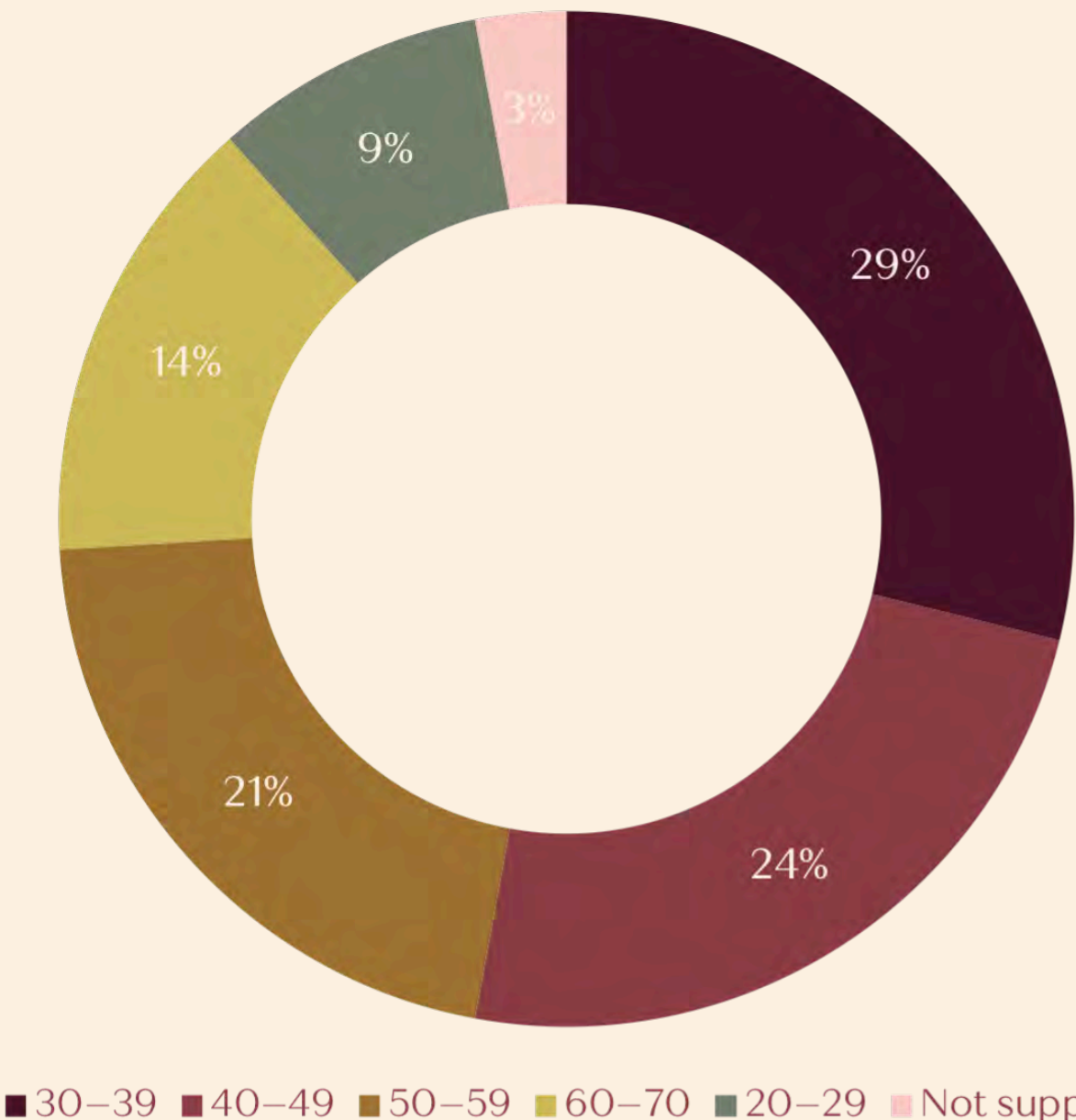
International buyers — minimal FIRB reliance, resilient local demand

Local Market Acceptance – Buyer Breakdown

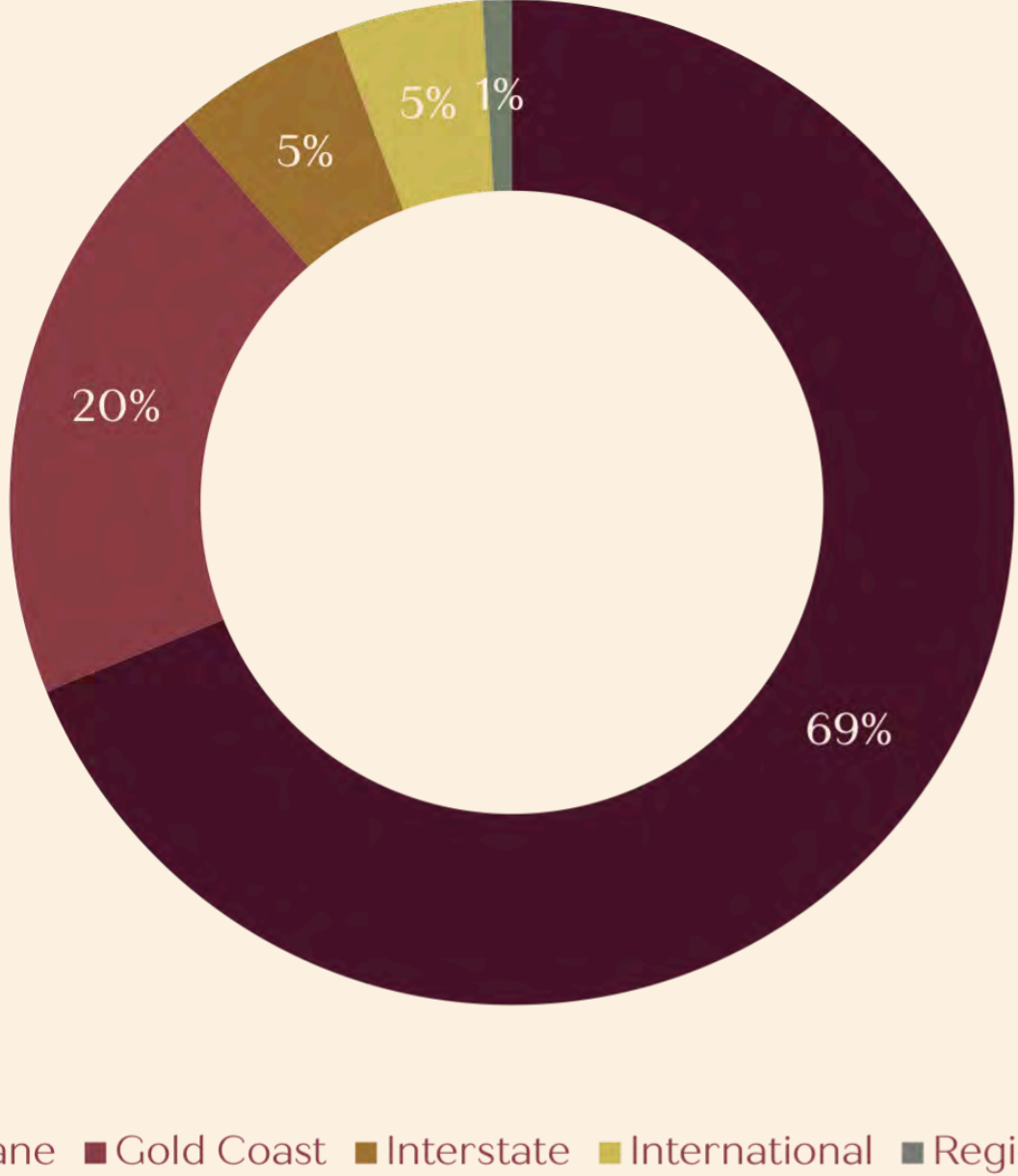
Owner use



Buyer age



Buyer location



69% owner-occupiers · a 30s-to-60s age spread · 89% South East Queensland-based — demand from local market.

MARKET ACCEPTANCE & SUCCESS

Benchmark-beating efficiency

Cost per lead

\$139

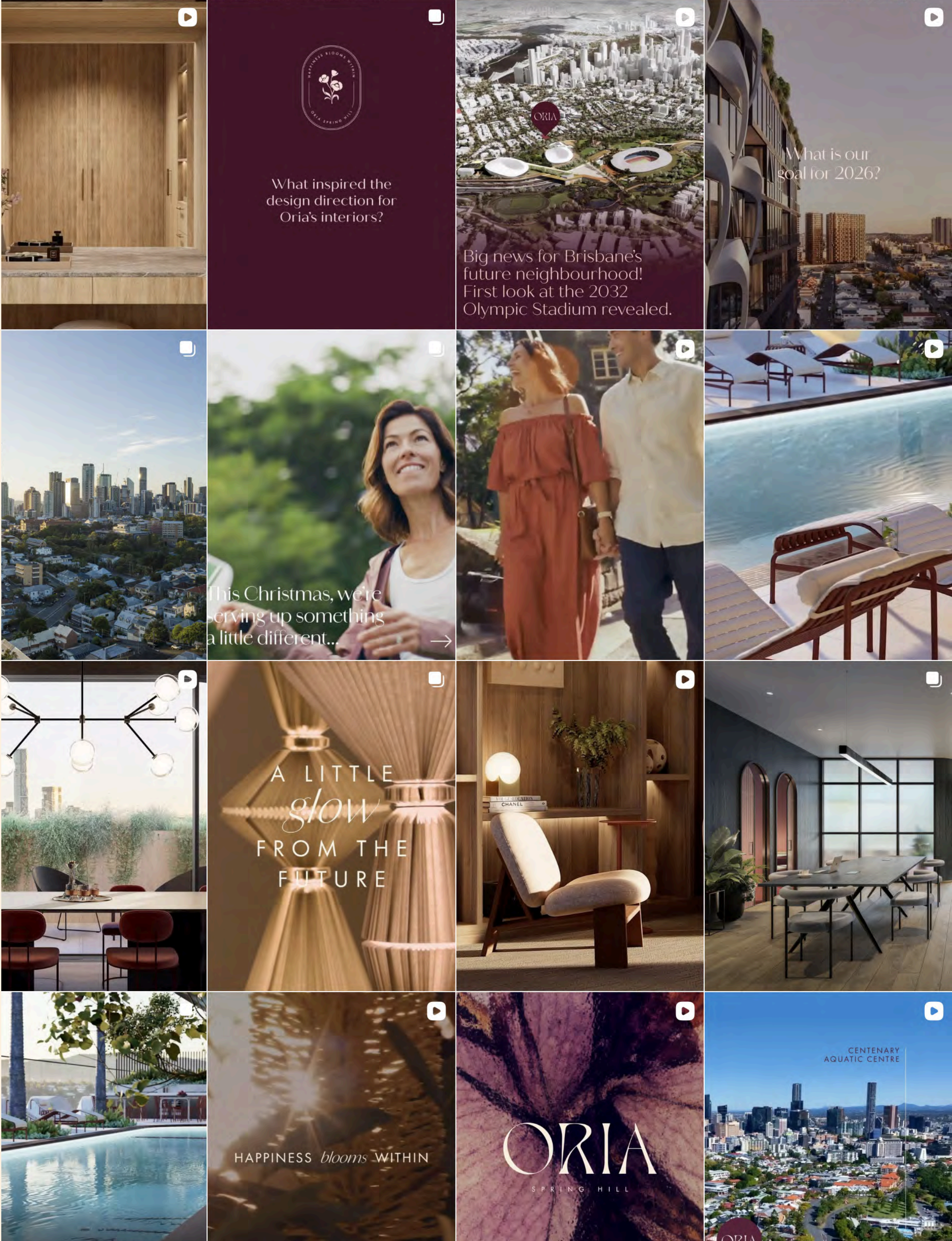
Benchmark: \$300–400
for prestige product

Cost per contract

\$16.4k

Benchmark: \$20K - \$50K

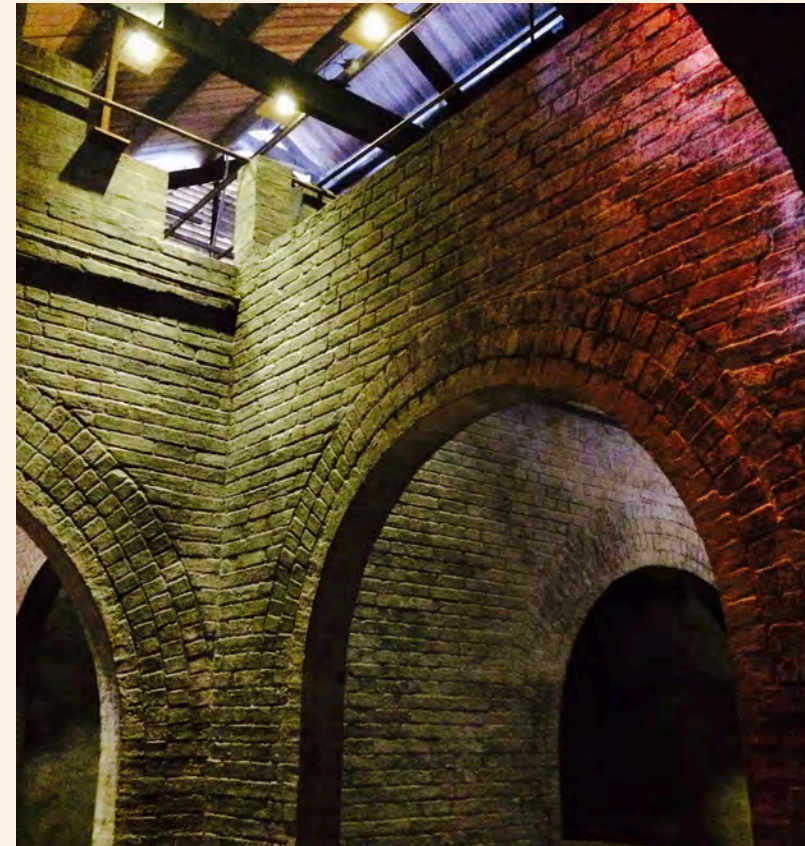
2.83% lead-to-contract (benchmark 1–5%)
34.5% appointment-to-sale (benchmark 10–25%)
25 days average enquiry to contract



MARKET ACCEPTANCE & SUCCESS

The market embraced the Art Deco vision

Buyer response consistently singled out the Art Deco direction — the curved façade, the symmetry, the colour palette, the curated interiors. The design language wasn't just admired; it converted.



DEMONSTRATED CONNECTION TO THE BRAND

An identity built from the building



ORIA
SPRING HILL

1

A wordmark drawn from the architecture

Art Deco meets biophilic: the 'R' is inspired by the building's facade — the logo and the built form are the same gesture.



2

An icon of arches and bloom

The brand icon takes the building's Art Deco arched geometry and places a blooming flower at its heart



3

The golden thread, made material

Oria — from Victoria Park, and Latin for 'golden' — expressed as gold foil on print, brass detailing in kitchens and door furniture.



4

Language of now

Present, active, positive and confident — 'happiness blooms within' a promise and position.

INNOVATION

Firsts that built confidence — and converted

Queensland's first multi-storey communal pickleball court

A signature amenity that anchored the May reveal — the campaign's peak lead month — and earned 7News and Nine News coverage.

Firsts that built confidence, and converted

In an Australian first for creative partner, The Boundary, Oria's extensive social and wellness spaces were showcased through an immersive 3D virtual tour. This, together with two virtual apartment tours allowed buyers to walk through and experience a building that didn't yet exist.

Spring Hill's first large-format apartments

55 of 143 residences (38%) are 3-bed+, representing 59% of GRV and averaging \$3.2M — well above the suburb's median house price of \$1.865M.

Launched from strength

Market entry strategically delayed until construction was six months underway. "Construction already underway" became the campaign's trust anchor, and two display apartments opened inside the building more than six months before completion.

