

Company: RISER, Armadale, VIC Australia

Company Description: RISER is an end-to-end product sampling solution for lifestyle brands. Effortlessly sample products to thousands of micro-influencers within your target categories and simultaneously, clip and repurpose their content for your social media, and even tag your retailers for maximum exposure.

Nomination Category: Achievement in Communications & Marketing (Developed for/by Women) Awards Categories

Nomination Sub Category: Achievement in Media Relations

Nomination Title: Theory Crew - Media Relations



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the nominated campaign or program - its genesis, development, planning, commission, and performance to date - OR written answers to the questions? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions, provide them in the appropriate spaces below:

3. Specify the date on which this campaign or program was launched:

The initial campaign for OpenCorp was initiated in October 2023, with core activity delivered through to February 2024. Following the success of that work, OpenCorp transitioned to a retained partnership with Theory Crew from March 2024. This nomination includes results from both campaign phases, with all outcomes captured across the 2023 to 2024 and 2024 to 2025 financial periods.

4. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 185 words used.

The [attached materials](#) bring this campaign to life by showcasing both the strategy and results in action. Included in the supporting documents are screenshots and links to key earned media placements, including coverage across Sunrise, The West Australian, The Sydney Morning Herald, and The Age. These stories highlight how Theory Crew positioned OpenCorp as a leading voice in property investment, turning complex financial messaging into relatable, newsworthy content.

Campaign reporting slides are provided to demonstrate the reach, value and quality of all media activity delivered between October 2023 and June 2024. Where applicable, website analytics and anecdotal sales insights from OpenCorp's team are also included to show the direct impact of media on business outcomes.

From national TV appearances to content-driven coverage in trusted finance and lifestyle titles, these materials reflect a consistent message: OpenCorp's service is not just valuable, it is accessible. And with Theory Crew behind the storytelling, that message reached millions of Australians, sparked qualified enquiries and delivered measurable growth.

All attachments are referenced throughout this nomination and provide a clear view of how strategy and storytelling worked hand-in-hand to drive success.

5. Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

Total 236 words used.

The initial campaign was mapped against OpenCorp's marketing pipeline for the October 2023 to February 2024 period, targeting Australians looking to invest in property in the new year. The brief was focused on lead generation, brand visibility and positioning OpenCorp as a trusted voice in an often confusing category.

Theory Crew developed a multi-layered plan that balanced strategic thought leadership with tangible media moments. We identified storylines that felt helpful, timely and grounded in real success, from explaining how to pay off a mortgage in ten years to demystifying the stages of investment. We worked with OpenCorp's spokespeople to shape these into media-friendly angles that would resonate across finance, lifestyle and news titles.

Media outreach was structured around property cycles and audience behaviour, supported by a paid media strategy that placed sponsored editorial content in The Age. The combined approach was designed to educate, build trust and convert interest into action.

The campaign then evolved in 2024 into a retainer model, allowing Theory Crew to deliver an always-on media strategy. With more flexibility and deeper alignment, the team expanded OpenCorp's voice across more publications and formats.

As a result, coverage grew from 11 media hits in the first phase to 39 total stories across the financial year, including national TV, tier-one mastheads, podcasts and digital publications. The planning was agile, the angles were sharp, and the results built consistently, making the retainer a natural next step.

6. Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

Total 219 words used.

OpenCorp helps Australians invest in property without compromising their lifestyle. While their offering is comprehensive, spanning investment advisory to property management, the brand sat within a category that felt too complex and out of reach for first-time investors.

Theory Crew was initially engaged in late 2023 to shift perception and build visibility, particularly among Australians curious about investing but unsure where to start. The challenge was clear. The market was crowded, confidence in property was fluctuating, and the consumer journey felt overwhelming. We needed to make OpenCorp's value proposition crystal clear and deliver content that would cut through the noise with relevance, confidence and credibility.

The goal was twofold. First, to build awareness and trust through national PR and paid media that would support OpenCorp's lead pipeline across the 2023 to 2024 summer. And second, to drive tangible results that would open the door to a longer-term marketing partnership.

By February 2024, that goal had been exceeded. The campaign helped deliver over 80 qualified leads, 2 confirmed sales and direct web traffic spikes following major placements such as Sunrise. OpenCorp then engaged Theory Crew on an ongoing retainer, with 2024 to 2025 results surpassing expectations and marking their most successful client acquisition period in six years.

This was a campaign built on clarity and cut-through, and it delivered both.

7. Outline the activities and concrete results of this campaign or program since the beginning of July 2023. Even if your initiative started before July 2023, limit your response to activities and results since the beginning of July 2023 only (up to 250 words):

Total 245 words used.

Since October 2023, Theory Crew has delivered two high-performing campaign phases for OpenCorp, anchored in strong results. The first phase, running October 2023 to February 2024, included 11 earned media hits across Sunrise, Domain, SMH, The West Australian and more, reaching 31.3 million and generating \$857,370 in PR value.

A Sunrise TV segment sparked 663 engaged sessions on the OpenCorp website, resulting in new enquiries and two confirmed sales. A sponsored content piece in The Age delivered 5,454 page views and more than 75 high-quality leads, exceeding KPIs for impressions, click-throughs and engagement.

Following this success, OpenCorp signed on for an ongoing retainer in early 2024. Since March, results have accelerated. Between March and June 2024, Theory Crew secured an additional 28 earned media stories, bringing the total to 39. These placements reached more than 228 million, delivering over \$1.3 million in PR value.

This sustained coverage marked OpenCorp's most successful client acquisition period in six years. Media placements were not just widespread, they were impactful. Coverage sparked spikes in web traffic, qualified enquiries and visibility with new audiences.

The earned media approach worked, with OpenCorp's competitors needing to turn to segment advertising when Theory Crew achieved all TV segments editorially.

Both phases show clear progression. What began as a lead-generation pilot evolved into a full-scale communications strategy still delivering today. For OpenCorp, this was more than PR, it was momentum, credibility and business growth, made possible by smart, sustained storytelling.

Attachments/Videos/Links:

[Theory Crew - Media Relations](#)

[REDACTED FOR PUBLICATION]