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## BCM wins REIQ account

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The Real Estate Institute of Queensland has appointed BCM to its advertising account.

The account was previously held by Brisbane based agency Decoder and was awarded without a pitch.

BCM will provide a fully integrated communications partnership for REIQ including brand and communications strategy, media planning and buying, creative services, direct marketing, and interactive strategy and implementation.

The REIQ (the Real Estate Institute of Queensland) is the State's peak professional association for the real estate industry - supporting member real estate agencies with information, products and resources, and also acting as a community resource in relation to information on the buying and selling of property.

Elissa Keenan, REIQ's Executive Manager Marketplace Strategy, commented that "I know BCM's work very well and greatly respect their strategy and creative skills". "I believe that will add a great deal of value to our business" she added.

BCM will start work on the account immediately.