

The Comiskey Group entrusted Follow with designing and launching the online presence for their strategically important venues, Sandstone Point Hotel and Holiday Resort and the Eatons Hill Hotel.







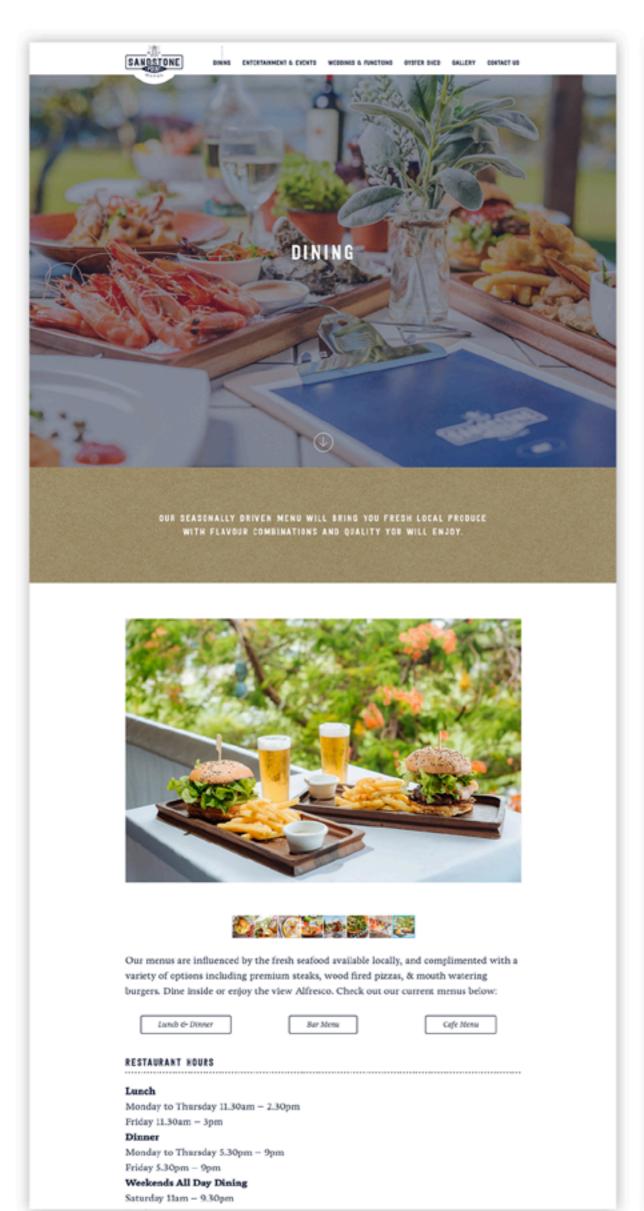


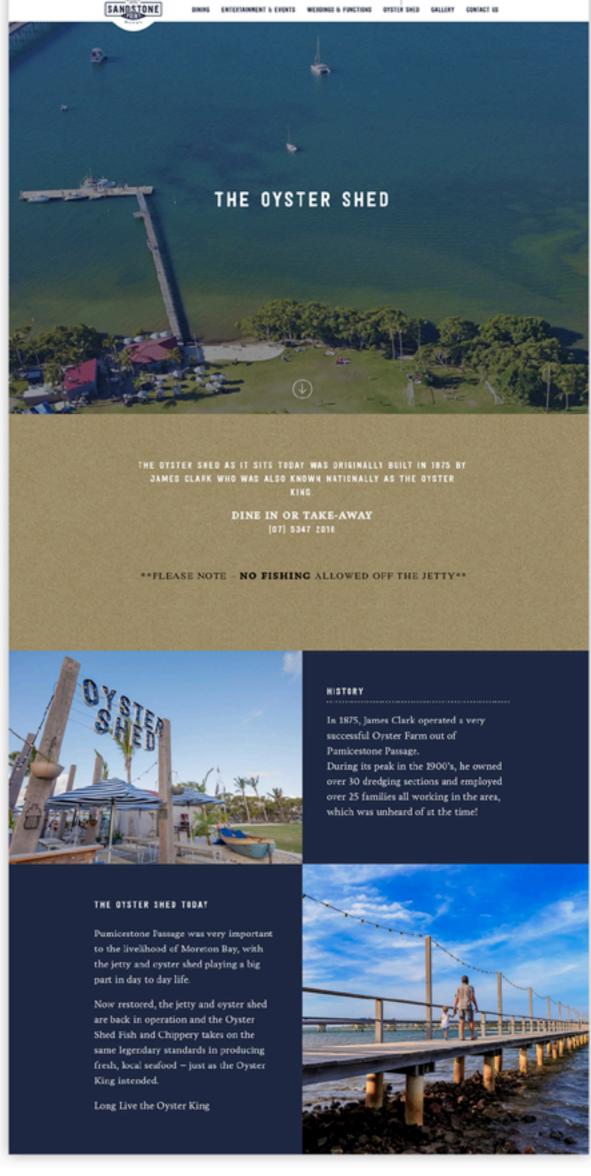




As winner of Queensland's Best Entertainment Venue award and QHA's Best New Hotel and Best Overall Hotel, it was essential Sandstone Point's online presence reflected its achievements arising from the expert development and a significant \$30M investment made in the venue. With an extraordinary offering, there was a joint focus on the importance of an impressive and rewarding online experience.

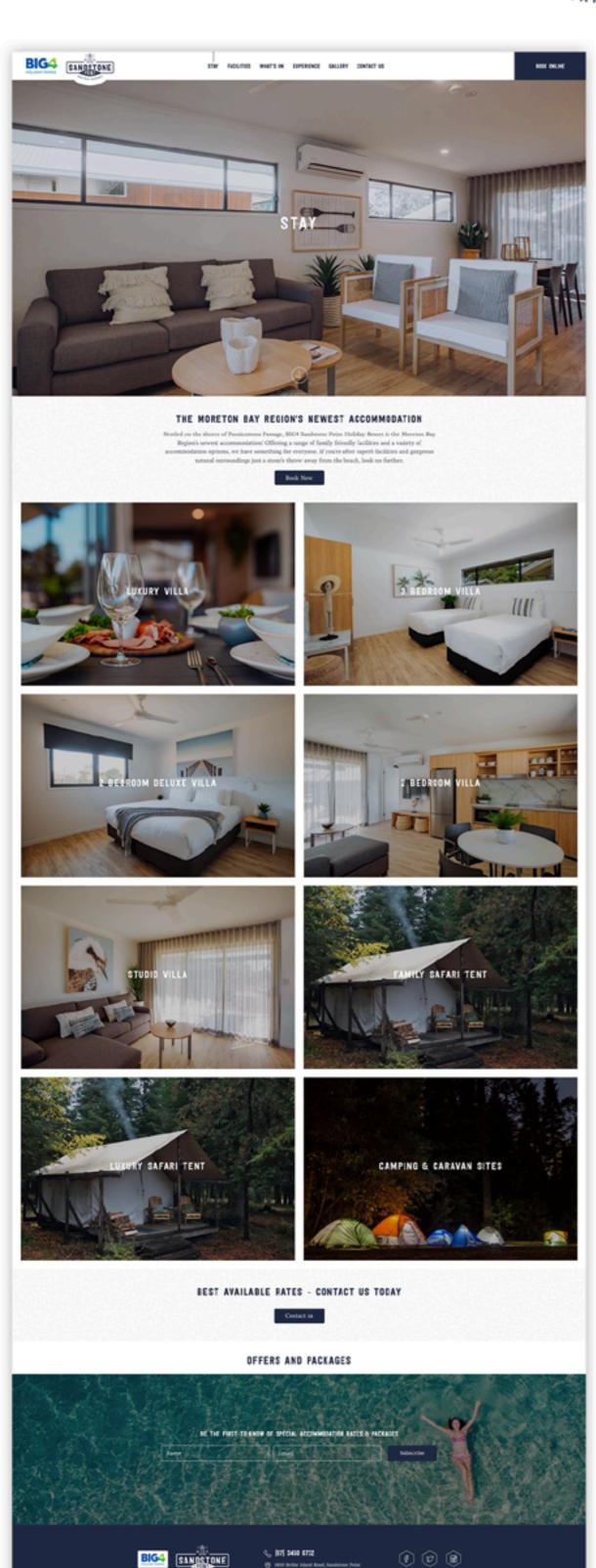
Follow helped Sandstone Point define its key online target markets, and construct the messaging required for this diverse dining and entertainment offering. By exposing and promoting the entertainment, functions, destination venue and dining experiences available (and most recently, adding accommodation options) Follow was able to communicate the unique proposition delivered by this amazing leisure and hospitality destination.

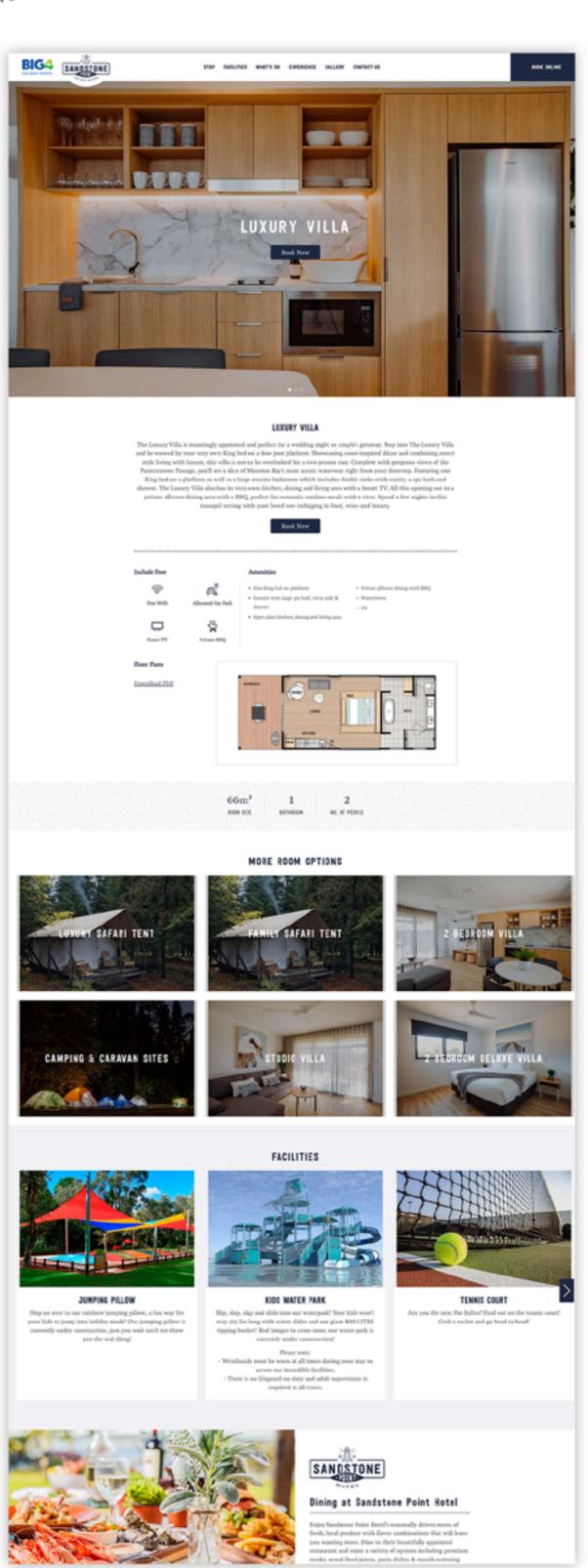
















Tasked with redefining Brisbane's entertainment experiences, the Eatons Hill Hotel launched as an adventurous suburban hospitality offering, with an major and ambitious investment on Brisbane's northside.

While difficult to fully comprehend the outstanding achievements of these visionary developers in a previously under-visited region, it was very clear the venue's online presence needed to be equally impressive.

Working closely with the client, and clarifying the goals and objectives for the venture, Follow design and developed a multi-faceted site promoting the huge range of events, functions, accommodation, dining and leisure experiences available at this outstanding suburban venue.

