

CAMPAIGN ACTIVATION

8 Pine Ridge Lane - **BRONZE**



Campaign Details

This report should be used as a quick guide to your upcoming **BRONZE** property marketing campaign. We suggest that you check this report to ensure that you agree with our property analysis process.

Platforms, Budget & Allocation



Facebook



Instagram



Google Display

CUSTOM BUDGET ALLOCATION

Budget:	\$750
Start Date:	09/04/25
End Date:	07/05/25
Length (Weeks):	4

Property Overview

Address:	8 Pine Ridge Lane
Suburb:	Aongatete
Region:	Katikati



Important Links



Destination Link: <https://www.bayleys.co.nz/listings/lifestyle/bay-of-plenty/western-bay-of-plenty/8-pine-ridge-lane-aongatete-2504597>

Content Example

Here are examples to showcase the style and format of the advertisements for this campaign. They should be viewed as the foundation for your campaign and not exact replicas of the complete catalog.

Photo Content



[Click Here To View](#)



[Click Here To View](#)



[Click Here To View](#)

Video Content



[Click Here To View](#)



[Click Here To View](#)



[Click Here To View](#)

[illegible]

Targeting Details

The targeting details in this report should be used as a sample of the overall campaign, as this process is fluid and subject to change. Our aim is to target our campaigns to all potential buyers across a wide range of platforms.

Each platform has its own set of targeting options, so some parameters are either ignored or added where relevant. As the campaign progresses, we adjust a number of parameters that our systems identify as having an affinity towards the property

Agent Notes

Key Features:

- Desirable Katikati location with schools and school bus stop nearby.
- Approximately 15 minutes to Katikati township, 28 minutes to Tauranga and 35 minutes to Waihi Beach and Mount Maunganui.
- Beautiful, elevated views towards the Kaimai Ranges and across the rural landscape.
- Four-bedroom country home, two bathrooms, farmhouse kitchen, spacious kitchen-living-dining areas, covered outdoor area with over 100sqm timber deck. Solar power, fireplace, HRV, double glazing.
- Subdivision consent granted for one more title. Most of the infrastructure already completed.
- Two spacious sheds, studio with bathroom, kitchenette and toilet, additional attached building suitable for various applications. Workshops, storage, vehicle storage.
- Riparian waterway, planted with native species and mature trees. Thriving vegetable gardens and fruit trees, eight fenced grazing paddocks with water, mature trees.

Buyer Comments

- Retired or retiring businesspeople, farmers, horticulturists and professionals.
- Professionals and businesspeople currently in cities and towns looking to move to a small to medium sized lifestyle block offering space and privacy but without overly onerous maintenance requirements.
- Existing locals with friends and family wanting to move into the area, or who themselves may be looking to upsize or downsize.
- Extended families, intergenerational families, couples and individuals.
- NZ Expats.

Location Targeting

Local Campaign

Targeting Parameters

Less Than - 100km From Property Location

Prescence vs Living

We will target users with a recent presence in the targeted area.

Exact presence duration varies however typically a user is classified as present in an area if they have been within the last 3 months or 90 days.



Location shown is an estimation as we vary our location targeting parameters throughout the campaigns duration slightly.

Demographic Targeting

Our demographic parameters serve as guidelines, and we frequently adjust them based on the results we achieve throughout the campaign. They should be viewed as a framework for the overall demographic targeting parameters.

AGE

Lifestyle Professionals & Families (35–60 years)

- For mid-career professionals or families seeking to upgrade to a spacious, versatile lifestyle property, this 7.74 hectare property offers the perfect balance of work-life harmony. With modern amenities like double glazing, HRV, solar panels, and a home studio with a kitchenette and bathroom, it's ideal for those blending remote work with rural living. The expansive home, gardens, and outbuildings create a retreat-like environment that suits growing families looking for both space and productivity, while still being well-connected to Tauranga, Katikati, and the beaches.

Semi-Retired or Early Retirees (55–70 years)

- This is a superb option for buyers looking to semi-retire or retire actively while maintaining a strong connection to nature and community. The modernised farmhouse, lush gardens, and native bird sanctuary create a peaceful environment for enjoying the next chapter. Meanwhile, the approved subdivision potential, thriving vegetable gardens, and fenced paddocks provide opportunities for hobby farming, extra income, or creating a legacy property to pass down to family.

PARENTAL STATUS

Families with Children

- This property is a natural wonderland for families with children. With over 7 hectares to explore, eight fenced paddocks, a riparian bird sanctuary, and expansive outdoor spaces, children can grow up with a genuine connection to the land. The spacious four-bedroom home and outdoor areas are perfect for family gatherings, play, and learning about sustainability and nature firsthand. Proximity to good schools and easy access to beaches adds to the appeal for active families.

Multi-Generational Living or Extended Families

- With two self-contained outbuildings, a studio with bathroom and kitchenette, and a second high-stud shed with additional space, this property easily accommodates multi-generational families. Elderly parents, adult children, or frequent visitors can enjoy independent living while remaining close to the main home. The land's scale and versatility also ensure plenty of shared spaces for family gardening, hobby farming, or simply enjoying the outdoors together.

HOUSEHOLD INCOME

High-Income Earners & Savvy Investors

- This is an outstanding choice for high-income buyers seeking not just a residence, but a multi-faceted investment. The subdivision consent already in place offers exciting potential to unlock additional value, while the property itself is beautifully presented and move-in ready. Whether you choose to develop, lease parts of the land, or simply enjoy its lifestyle benefits, this estate balances luxury living with smart, forward-thinking investment potential.

Lifestyle Entrepreneurs & Business Owners

- Entrepreneurs or small-scale agricultural investors will love the existing setup for mixed-use opportunities. The eight fenced paddocks with water access are perfect for horses, sheep, or cattle, while the thriving vegetable gardens and fruit trees open up possibilities for farm-to-table operations. The sheds, workshop, and studio space could easily support an on-site business whether that's agricultural, artisan, or wellness-focused retreats. Combined with access to State Highway 2 and major cities, this property provides both lifestyle and commercial flexibility.

MOBILE, DESKTOP, TABLETS & TV SCREENS

Mobile Devices:

- Primary Targeting:** Likely buyers on the move, such as busy professionals, families, and those who use mobile devices for quick research or communication.

Desktop Computers:

- Primary Targeting:** Middle-aged or older homebuyers who may be more comfortable conducting detailed research on a larger screen, and may also be using desktops during work hours for house hunting.

Tablets:

- Primary Targeting:** Affluent individuals and families using tablets in the evenings or weekends for leisurely browsing of real estate listings. This device may also be common for older users who prefer the larger screen over a phone but appreciate the portability.

TV Screens:

- Primary Targeting:** This is less common for individual real estate searches, but it could be relevant for shared viewing experiences, such as families or couples browsing together at home.

Targeting Parameters

The features listed below are not shown to potential buyers; they are instead used as a foundation for our campaign targeting methods. If you have additional features that you would like our team to include, please feel free to let us know.

Other Features Highlighted During Property & Audience Analysis

Lifestyle Buyers Seeking Space, Self-Sufficiency & Scenic Beauty

Set on 7.7 hectares, this property offers the dream lifestyle for buyers seeking rural tranquillity with all the comforts of a modern home. Thriving vegetable gardens, fruit trees, and eight fenced paddocks make it perfect for those aiming for self-sufficient living, while the stunning views of the Kaimai Ranges enhance the daily experience.

Buyers Wanting Subdivision & Development Potential

With subdivision consent already secured to create a second title, this is a rare opportunity for buyers seeking future upside. Electrical connection to the boundary is completed, allowing new owners to shape their own development vision while enjoying the lifestyle benefits of the existing property.

Families Wanting a Rural Retreat with Modern Comforts

The modernised four-bedroom, two-bathroom home blends country charm with everyday practicality. Solar panels, double glazing, a heat transfer system, and a spacious open-plan layout create a warm, efficient family home with expansive outdoor living and over 100 sqm of timber decking.

Buyers Seeking Work-from-Home Versatility & Workshop Space

Two separate outbuildings, including a studio with kitchenette, bathroom, and heat pump, create excellent work-from-home or creative space options. The modern steel shed with mezzanine storage and a high-stud shed with a car hoist make this an ideal property for trades, hobbyists, or small business owners.

Equestrian Enthusiasts & Hobby Farmers Looking for Ready Infrastructure

With eight fenced paddocks and water supply, this property is perfect for supporting sheep, cattle, horses, or hobby farming. The balance of pasture and mature plantings provides functionality and beauty, ideal for rural lifestyle seekers.

Professional Couples or Commuters Seeking a Rural Base with City Access

Centrally positioned between Tauranga City and Katikati, with State Highway 2 nearby, the location offers easy access to Auckland, Hamilton, and Tauranga. It's an excellent option for professionals or remote workers who value peace and space but need city connectivity.

Buyers Wanting a Private Summer Retreat with Entertaining Spaces

A beautiful timber deck beneath a mature Chorisia tree and the expansive covered outdoor living areas create a perfect environment for hosting family and friends. Whether it's summer barbecues or quiet relaxation, this property offers a true entertainer's lifestyle.

Retired or Retiring Businesspeople, Farmers & Horticulturists Seeking a Manageable Lifestyle Property

This property provides the perfect balance for retiring professionals or farmers who want to enjoy space, nature, and productivity without overwhelming maintenance demands. With established gardens, paddocks, and modern comforts, it offers a peaceful rural lifestyle while staying close to urban conveniences.

Professionals & Businesspeople Relocating from Cities for Space & Privacy

Ideal for those escaping the bustle of urban life, this 7.7-hectare estate offers privacy, room to breathe, and versatile spaces for home offices, workshops, or creative pursuits. Easy access to Tauranga, Hamilton, and Auckland ensures a seamless blend of lifestyle and practicality.

Existing Locals Upsizing or Downsizing in the Area

For locals looking to move within the region, this property presents an exceptional opportunity to either scale up or simplify their lifestyle. The balance of modern home comforts, subdivision potential, and manageable land size caters to both growing families and those seeking a more relaxed pace.

Couples & Individuals Seeking a Rural Sanctuary with Urban Access

Perfect for couples or solo buyers desiring a lifestyle change, this property delivers rural charm, modern convenience, and easy access to amenities. Whether it's for hobby farming, creative projects, or simply enjoying open space, it's a sanctuary that supports a range of interests.

New Zealand Expats Returning for Lifestyle & Family Connections

For Kiwis living overseas, this property is a dream come true a spacious, well-appointed estate with future development potential, space for family gatherings, and easy access to beaches and regional hubs. It offers the perfect base to return home and establish lasting roots.