



First Look at The Ruby Collection TVC – ‘Precious Gems’

Vision for the Gold Coast’s newest luxury family accommodation is set to hit TV screens and cinemas this week.

The public will get their first look at what they can expect from the new *Ruby Holiday Apartments* – stage one of the billion-dollar *Ruby Collection* development - set to open on the Gold Coast next September.

‘Precious Gems’ will hit cinema and TV screens today and is a state-of-the-art commercial that kicks off a comprehensive marketing campaign in the one-year lead up to the opening, in Spring 2018.

The 30 second commercial takes the audience on a journey that offers viewers a very real sense of why guests of all ages will want to come to the Gold Coast and discover this ‘precious gem’.

CEO of *The Ruby Collection*, David Brook said the television and cinema commercial emphasises the unique points of difference that *The Ruby Collection* brings to the Gold Coast and encapsulates what is most important when looking for the ideal destination for a family holiday.

“We wanted to epitomise what is most important to travelling families,” said Mr Brook.

“We found, when simply asking them, that it all came back to precious time together, precious experiences, precious discoveries and making precious memories together – this is the creative messaging that underpins our marketing messages and comes together in the new TVC.”

Produced by Sputnik Productions, Mr Brook is incredibly proud of how the commercial captures the essence of the Ruby experience.

“Watching the commercial for the first time, it was a moment that brought it all together for our team. What has started out as a dream to bring an elevated accommodation experience and precinct to the northern Surfers Paradise, is now being made a reality.”

“It encompasses all the elements that set Ruby apart from other projects and gives the viewer a true sense of what they can expect as a guest at The Ruby Apartments.”

“I am so thrilled with the production and pleased that we can share the vision and we hope that when people see it, it will elevate the consciousness of precious memories that will be experienced at The Ruby Collection”.

***The Ruby Apartments’* cinema and television commercial releases on screens across the country on Thursday 21 September 2017**

To view the television and cinema commercial please click on this link – <https://youtu.be/yzvtu3Ui7IA>



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IMAGES AVAILABLE ON REQUEST

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