

# My New Home with Eric Murray

In 2023, Double Olympic gold medallist Eric Murray and his partner Thea took on a DIY challenge of bringing a 1912 villa into the 21st century. Across three months across *Your Home & Garden* magazine and online, we tracked the transformation of this grand old villa in Cambridge, from a complete floor plan reconfiguration, to new colours and products being chosen, it truly was a mammoth task!

Resene, Haier and Tile Space were the sponsors for the My New Home 2023 series. Each brand worked with Eric and Thea directly to help them select the best products for their villa. The brands had editorial coverage such as dedicated sponsored articles, and coverage across digital and social platforms. This brought valuable exposure to those brands and inspired readers by showcasing Eric Murray's home transformation using their products.

The campaign was a success due to:

- **High page views:** Six sponsored content articles averaged 1,400 views each, totalling around 8,400 views.
- **Strong social media reach:** On average, the campaign reached over 40,000 users and delivered 69,000 impressions, with around 1,400 link clicks per article.
- **Effective print reach:** The print campaign reached 184,000 AP18+ readers an average of 1.59 times and 111,000 homeowners an average of 1.72 times.

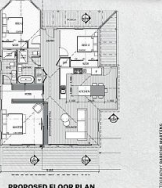


**MY NEW HOME**  
Follow the new

**EXPERT ADVICE**  
Eric and Thea Murray  
Expert Christine changes  
to create a better  
colour scheme that  
works for their  
historic home.

"I'm really enjoying it. It's good for my mental health to have a challenge."

ERIC MURRAY



PROPOSED FLOOR PLAN

NEXT EPISODE: The villa comes down



**WIN \$5000 of tiles for your dream bathroom**

Experience Tile Space's free Design Space simulation and you could win your tiles for free

**HOW TO WIN A DREAM BATHROOM**

Get your Design Space order before 31 November 2023 and you could win \$5000 worth of tiles to make your dream bathroom a reality.

To be in to win, simply send a label photo of your bathroom and your bathroom order covered in tiles at Tile Space's reimagined space using the label on the Design Space order form. The winner will receive \$5000 to spend on tiles from Tile Space - or a \$5000 voucher to spend on tiles from any other tile supplier.

Next step: Visit Tile Space for a free bathroom order and you could win your dream bathroom. For more details and to view the range, visit [tile.space](#)

**YOU DREAM IT. WE DESIGN IT. TILE SPACE.**



24 January 16:14  
Added to My New Home

**MY NEW HOME**  
Follow the new

Tap the link to read about Eric and Thea's renovation journey

**READ MORE**



**MY NEW HOME**  
Follow the new

**GOING FOR GOLD**

Meet double Olympic gold medallist Eric Murray, the dynamo behind our new series tracking the transformation of a grand old villa in Cambridge

**Resene**  
the paint professionals use

**TILE SPACE**

**Haier**

**SEE MORE AT**  
[YOURHOMEANDGARDEN.CO.NZ](#)



**home profile**

**MEET & GREET**  
Eric Murray: sports coach and business development manager  
and partner, Thea: Life Coach

**THE PROPERTY**  
Four-bedroom 1912 villa in Cambridge

**home story**

Double Olympic gold medallist Eric Murray knows a thing or two about setting goals and working hard to achieve them. Now he's applying the same attitude to his home.

Eric and Thea have been living in the villa for 10 years, and it's time to take control of the renovation. The villa was built in 1912, and it's time to take control of the renovation. The villa was built in 1912, and it's time to take control of the renovation.

**RENO TIP**  
Protect your hardwood floors from plaster dusts by laying down some temporary floor covering.

**UP FOR THE JOB**  
Eric, who's not a trained builder, spent several days doing the heavy lifting and plaster work. Thea, who's not a trained painter, spent several days doing the painting and plaster work.

**RENO TIP**  
Protect your hardwood floors from plaster dusts by laying down some temporary floor covering.



# Paerata Rise - Developments

We aimed to raise awareness of the Paerata Rise development and position it as a top choice for homebuyers. In today's challenging housing market, we wanted to showcase five key reasons why Paerata Rise stands out, from its close-knit community and semi-rural lifestyle to its range of home designs, proximity to Auckland, and upcoming amenities.

This digital-only campaign on *yourhomeandgarden.co.nz* proved to be a success, with users engaging strongly with the content. The benefit-led format of the article, outlining five compelling reasons to consider Paerata Rise, made it easy for readers to digest and connect with, enticing them to explore Paerata Rise.

The campaign was a success due to:

- **High engagement:** The online article had over 2,500 page views
- **Strong social media reach:** This campaign through social media reached over **50,000 users**, with a high number of interactions including 65 reactions and 5 comments.

## Five reasons why you should consider Paerata Rise for your new home purchase

Finding your perfect new build home can be tough. Find out why Paerata Rise might tick all the boxes for your new home purchase.

 Your Home and Garden

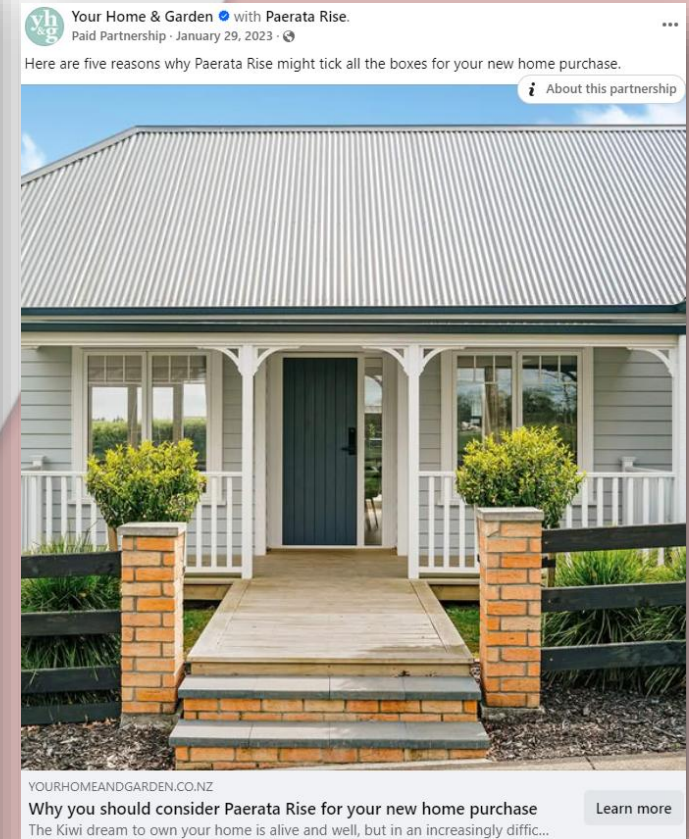


 PRINT



The Kiwi dream to own your home is alive and well, but in an increasingly difficult housing market finding your perfect new build home can be tough. Here are five reasons why Paerata Rise might tick all the boxes for your new home purchase.

[Article on yourhomeandgarden.co.nz](#)



# Haier – Puhoi House

*Your Home and Garden* audience love reading about homes and new builds and finding inspiration.

This Puhoi home was beautifully captured and fitted seamlessly into *Your Home and Garden* print and online, ensuring it looked like the other home tours featured editorially.

With references to Haier appliances through kitchen imagery and captions, and limited Haier branding across print and digital, it was very subtle advertising branding but still drew in our readers.

The campaign was a success due to:

- **Connection:** This feature blended seamlessly in with the *Your Home and Garden* editorial home tours, with very subtle references to Haier throughout.
- **High page views:** This home tour had over 6,800 page views and was the top viewed home tour editorially and commercially online for 2024.
- **Strong social engagement:** Social posts reached over 77,600 people and over 153,800 impressions, with over 7,200 link clicks.

**KIWI DESIGN STORIES**

How one architect sustainably built his dream home with a kitchen to match  
Photography: Jessica Choe Gerna

YHGO + HAIER

A rustic backcountry cabin was Michael Cyna's inspiration for his family's new build. But it also had to be all the modern comforts.

Campfires and trapping bats sometimes inspire a good song or two around the fire, but it's not clear that they spark plans for a family home. But for Curated Living architect Michael Cyna, the call of the local bird was too irresistible not to use as a muse for his family's first home in a riverside village north of Auckland.

"We wanted to make a home that felt like the backcountry cabins we had seen on our journey," he says. "Somewhere between a refuge and shelter in its simplest form – and a residence. That's where we wanted to land."

That prompt inspired most of the design.

Within the family home, the open-plan kitchen brings everyone together, just like the cozy cabins that Michael loves. The inclined timber ceiling coaxes the room, while the dark wood cladding is a nod to Auckland's towering native, a continuation of the exterior. Generous windows with pine-position barch seats further help to bring the outdoors in. Working with kitchen specialists, Michael chose dark-bued cabinetry colours that matched the cladding for a continuous look. Not one to leave a job half-finished, smoky black appliances were chosen to complement the space, having met the architect's requirements for aesthetics, safety and durability. It's a black and gold moment, with the appliances seamlessly blending into the intimate space.

What we were looking for was a kitchen that would be settled and just disappear – striking poins amongst the rolling hills.

The near French door refrigerator freezer and the Haier micro-encapsulated black glass oven door work consistently with the dark wood cladding of the kitchen cabinetry.

and the appliances to do so even further," Michael explains. "The aesthetic had to match, we wanted to have that in the brand, and an appealing price point as well. With Haier, finding something that ticked all three of those boxes was a mission won."

The matching colours, finishes and design details across Haier's appliances perfectly meant that there were a lot of options to provide the cohesive look that Michael wanted. The black timber was used in the ceiling, saving wood from wasteful demolition, while sustainably sourced local pine cladding was prioritised throughout. Through a thoughtful consideration of materials, form and practicality, the Puhoi home is a welcome blend of rustic and visionary. It's perfect for the young family to grow into the house, while the joyful wildlife green around them, best of all, a black kitchen is perfect for hiding the sins of Michael's next great project: cooking. (You'll never see him again, but more appealing.)

Homeowner and architect Michael says he wanted dark-bued cabinetry colours to match the home's cladding for a cohesive look.

Michael from Curated Living



# Vantage – Redcliffs Home

*Your Home and Garden* audience love reading about homes and new builds and finding inspiration.

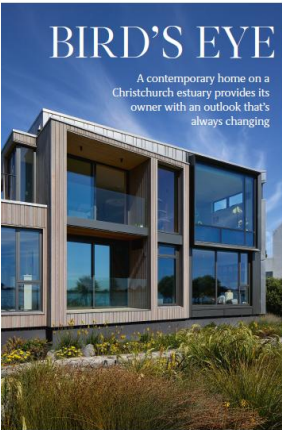
This Redcliffs home was captured for a multi-platform campaign for *Your Home and Garden* print, digital and social with a combination of still images and video content.

This content was designed to look as editorial as possible to ensure it looked like the other editorial home tours.

With minimal references to Vantage windows and doors and limited Vantage branding across print and digital, it was subtle advertising branding but still drew in our readers.

The campaign was a success due to:

- **High page views:** This home tour had over 5,200 page views and was the one of top 20 articles viewed online for 2025.
- **Strong social engagement:** Boosted social posts reached over 62,000 people and over 143,000 impressions, with over 7,200 link clicks. Instagram carousel post reached over 10,000 people organically with the post being viewed over 16,700 times. The Instagram reel reached almost 3,000 people organically with over 3,600 views

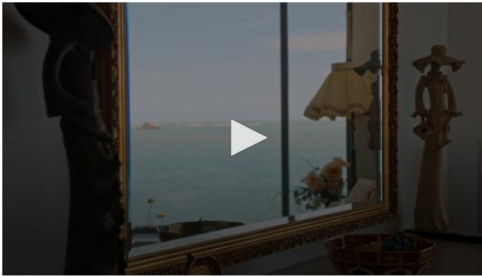


## This contemporary Redcliffs home maximises its view of the estuary

A contemporary home on a Christchurch estuary provides its owner with an outlook that's always changing

Sponsored by Vantage Your Home and Garden

PRINT



Judith de la Cour points to the godwits on the sandbar in the middle of the estuary in front of her Redcliffs home in Christchurch. The birds have taken up residence for summer, having flown in from the Arctic a few months earlier. Earlier, a paddleboard floated past her new home, followed by a small yacht. There's always something to look at on the water.

Your Home & Garden with Vantage Windows & Doors.

Paid Partnership January 29, 2025

A contemporary home on a Christchurch estuary provides its owner with an outlook that's always changing



yourhomeandgarden.co.nz  
See inside this Redcliffs home

Boost this post to get more reach for Your Home & Garden.

161

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January 13, 2025