



Five of the Best Property Marketing Campaigns



and what you can learn from them



Peppermint Soda

'Who's Your Realtor'

by CAR



The California Association of Realtors (CAR) has always been innovative in terms of property marketing. Its reputation of using consumer-tailored content is second-to-none when it comes to property marketing success, and their 2016 campaign 'Who's Your Realtor?' is no exception.



Similar to its previous successes, CAR got its consumers directly on board to make the campaign a success. The purpose of this campaign was to reinforce the concept that realtors are the dream-home finder, the ideal property explorer, and, above all, the 'stress relaxer' when it comes to property hunting.

The company's main prerogative was to connect the dots between realtors, buyers and the community. They did this by using consumer-led ads that showcased CAR as the common denominator between all sorts of activity, ranging from buying a new dog to buying that really cool shirt you're wearing right now.

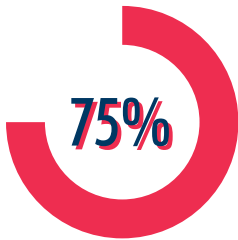


The campaign was delivered to get the whole of California asking the question: 'Who's your realtor?'. The strapline, 'What starts with one California realtor benefits all of California', offered a powerful message that resonated with the company's audience.



It's not just primetime TV that they controlled though, CAR also took over social media with a contest, and even tried its hand at being the new force in the emoji world. It created its very own CARmoji tool for both consumers and realtors to use. The CARmoji keyboard was available for everyone to download, with emojis such as a realtor superhero, new house keys and 'just sold' signs.

Let the stats do the talking



The campaign received 22.6 million online impressions in just 14 weeks. It used a robust media strategy encompassing online and offline, including TV, digital, radio and partnerships, which saw the campaign's reach increased by 75%.

Why did it work so well?



It's no question that consumer PR and content work wonders in the property market due to house buying being a very personal investment. CAR tapped into the community category by showcasing itself as the connecting link to Californian's needs. Not just realtor needs, but also everyday life e.g. buying your first dog and that fancy shirt.

Placing CAR as the go-to place for realtors, the campaign benefited from the catchy line of 'Who's your realtor?', to re-establish themselves as the realtors who work with the community to benefit California as a whole.



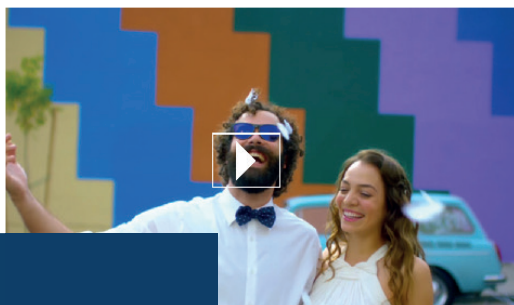
Aside from the consumer-targeted method, CAR also threw a new spanner in the works with its CARmoji element. Understanding consumer habits and how they work is key to marketing success. CAR did this by using emojis as a way for communication, but not just any communication — personalised communication. If you really understand your audience, then success comes hand-in-hand with it, and CAR proved just that.



Feeling inspired?

Have you got the consumer marketing bug yet? If so, then take CAR as inspiration to springboard your next property marketing campaign into success. Think about tailoring your campaign to your community. What's the talk of the town at the minute? That might just be the starting point for your next campaign.

It's also important to take note of trends, not just in your market, but overall marketing trends. CAR did that with its emoji tool, tapping into the popular usage of emojis by people everywhere. Other current trends include things such as video and influencer marketing. Thinking of ways to jump in on popular marketing platforms, processes, and developments can really help set your property marketing campaign apart from the rest.



COOL SHIRT

A coffee and a compliment. A REALTOR® and a couple. All helping to fuel local commerce. It's not as far-fetched as you think.

BIKER

A REALTOR® finds a couple the perfect home, and a bike-riding dog gets his own pair of goggles. Trust us, it's as adorable as you think.



'The Floating House'

by Airbnb

Now, we're all used to Airbnb being a bit out-there and wacky, but we don't think anyone walking along the River Thames on their way to work expected to see a fully-built house float past them, but they did...

The floating house set sail in May 2015 to promote Airbnb's services to London homeowners. It was launched specifically after the introduction of the legislation allowing homeowners to rent out their accommodation for up to 90 days (which was illegal beforehand).



The creative experiential PR campaign comprised a two-bedroom house, with a fully-working bathroom and grass garden area that was accompanied by a dog house and even its very own apple tree.

The creators described it as "Primrose Hill meets Pixar and Up", as the illusion was to create a fairytale in the city of London, where a house totally unimaginable to live in was on a Londoner's doorstep – or riverbank in this case.



Airbnb ran their own content competition for people to win the chance to stay in the floating house and have all their food and drink catered for. For members of the public to enter, they had to sign in with an Airbnb account and send a message in the form of a story, answering the question: 'If a floating house could take you anywhere, where would you go and why?'. The submissions were judged on 70% originality and creativity, and 30% on how the spirit of the story related to the floating house.

Airbnb even managed to bag the designer from popular television series Game of Thrones to help make the floating house look like a more architecturally-natural part of London. The designer was tasked with giving the floating house a slightly older look, so that it wouldn't seem too out of place against the backdrop of the Houses of Parliament. So, Pixar meets London, meets Game of Thrones... what more could you ask for?

Let the stats do the talking

Over 200 million impressions were made across social channels, with a reach of 19 million on social media. People couldn't wait to get a look inside as the competition delivered 73,500 people to the Airbnb website, 28,000 of that number being new users. The overall floating house campaign allowed Airbnb to reach more than 75% of its ideal audience.



Why did it work so well?

What beats something taking you by surprise? Something actually taking you by surprise. A campaign that turns your head, metaphorically and physically — and that's what Airbnb achieved. It's not everyday you see a floating house, and Airbnb definitely found success with its experiential marketing. As always, Airbnb know exactly what consumers want: they want to be able to win something and to know that they've experienced something that no one else has. What better way to do this than with a competition?



RADIO CAMPAIGNS



A SHIRT STORY : 60



A SHIRT STORY : 15



A SHIRT STORY : 30



DOG : 15



DOG : 30



BIKE CLUB : 15

Feeling inspired?

If there's one thing you can take from Airbnb, it's that being creative and innovative can really pay off and turn heads. Sometimes, pushing the boat — or house — out and breaking those boundaries down can lead to success. So, don't be afraid of being a little 'out there'.



Floating House on the River Thames
London, United Kingdom



Floating House
Designers

Private home flat

4 Guests

2 Bedrooms



Why is there a #floatinghouse on the River Thames? @Airbnb_uk (sponsor)
bit.ly/1eapLJu



RETWEETS
80

LIKES
77



9:19 AM - 18 May 2015



Village People

by YOPA



Heard of YOPA? Well, you will have now. High-end estate agent Savills invested in the new digital hybrid agency to connect a nationwide network of estate agents with online services. Throwing in some '70s nostalgia to its TV adverts allowed YOPA to truly enter the spotlight. Featuring the renowned Village People and their famous 'YMCA' song, YOPA smartly used its name similarity to its advantage.



The three-episode adverts depicted the Village People needing a helping hand moving house. The adverts showcased how YOPA take away the stress and worry of moving and selling, handling the full process for customers.

Putting its own spin on the classic 'YMCA' song, YOPA's strapline, 'It's not Y-O-P-A, it's YOPA!', offered a much needed comedic effect to an otherwise 'dull' sector.

Let the stats do the talking

Since **January 2017**, its month-on-month listings have doubled. The video ads accumulated more than **3.5K YouTube views** in the space of less than 3 months, after first airing online in **May 2017**.



Are They The Real Village People? Behind The Scenes With YOPA

Yopa

Why did it work so well?

Not a lot can beat a bit of throwback nostalgia, and that's what YOPA delivered. Casting a glow on the '70s allowed the brand to perfectly resonate with their ideal audience age range. Using a specific type of comedy to address its target audiences proved successful for YOPA – rather than appealing to everyone and anyone, they honed in on exactly who the audience is. The comedic timing and pop culture cheesiness was met positively by a much wider audience, of course, but principally, YOPA got their target spot on.



Feeling inspired?

Using YOPA's way of connecting to audiences through pop culture and nostalgia can really help to set your property campaigns apart. If you're targeting a specific niche market or a certain age range, be inspired to use the trends and culture that audiences grew up with. It may not appeal to the masses, but it will definitely get the attention of your target groups.



AVID HODO



RANDY JONES



FELIPE ROSE



ALEX BRILEY



VICTOR WILLIS



GLEN HUGHES

VILLAGE PEOPLE





'Super Urban'

by Siren Design

Delivering a completely chic property marketing campaign, Siren Design's 'Super Urban @ 1QCS' helped promote their new building on One Queen Caroline Street. The company used a sophisticated black and white theme alongside charming tongue-in-cheek wit.

At the new building launch party, attendees were invited to play along with David Bowie on the guitar, practise cycling around using stationary bike stands, and even try their luck at parking remote-control cars in fun-sized car parking spaces (a way of showing off just how many actual real-sized car parking spaces the building offered). The promotional video footage of the launch also featured Gene Kelly's iconic 'Singin' in the Rain', a sneaky cameo from Sophie Ellis Bextor, and plenty of special circus performances from fire-breathers, acrobats and more.

There was much more to the launch than simply fun and games, though. A beautiful look-book was also designed to showcase the individuality and uniqueness of the building's style, with clear, to the point, factual information at the back.





Let the stats do the talking

What screams success more than winning an award? Not much. Siren Design won the 2016 Property Marketing Award for 'London Offices' with this campaign. It wasn't just success in the awards department either, as Siren Design delivered numerous amounts of key lettings to the building.



Why did it work so well?



We all love a launch party, and Siren Design didn't disappoint. Providing target consumers with an inside look at the building, went hand-in-hand with the campaign's success (and the complimentary cocktails!). The engaging marketing ploys of having attendees involved in remote-control car games among other things, not only helped to highlight important elements to the building, but also gave attendees something to talk about and post on social media. We all know how important word-of-mouth is.

Feeling inspired?

One thing to take away from Siren Design is its mix of sophistication and fun, and how it achieved the right balance of both. Mixing two concepts like this together can really help your property marketing campaign reach the heights you want it to – and also maybe win an award.

So, you have your audience's attention, but how do you keep it? Engagement! Take a page out of Siren Design's book and actively involve your audience in any launch parties or direct promotions you're thinking of organising. Get the word on the street (and online) all about your property campaign.





'Paintworks'

by Kolab



Paintworks — in the heart of Bristol — is a district where the public come to work, live and play. It is the hub of the creative quarter and offers creative spaces for the community to use. Kolab was tasked with connecting the local people by creating a community of like-minded creatives. The company harnessed the power of social media to engage the people of Bristol and to showcase the Paintworks as the go-to destination of creativity.

Kolab monitored online stakeholder conversations to gain useful insights into what inspires and motivates the target audience, allowing them to create a robust social media strategy. The strategy consisted of engagement tactics, content pillars and a customer-care policy.



If you're looking to see an Instagram account full of beauty then @paintworksliving is the account to follow. Using the hashtag #30daysofcolour, Kolab took full advantage of grid photos to showcase vibrancy, creativity and, of course, colour.

Let the stats do the talking

We have another award winner on our hands as Kolab picked up the Best Digital Marketing Campaign at the Property Marketing Awards 2017.

In the first six months of the website launch, its strategy achieved:

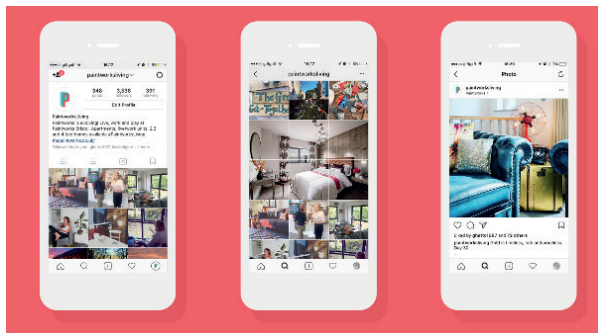
- 2,900 engagements on Instagram
- 52,850 impressions on Twitter
- 162% increase in web clicks
- 26,171 web page views
- 488 genuine sale leads

Why did it work so well?

It's no surprise online is the place to be, but developing an online presence well is another matter. Kolab tailored Paintworks' strategy to focus on visual inspiration and that's certainly what was delivered. By showcasing the beautiful aesthetic side to the Paintworks brand, Kolab was able to help inspire the target audience to explore its own creativity at Paintworks.



Following social conversations to gauge popular topics and inspiration sources is what made this campaign most successful. Following and listening to Paintworks' target audience allowed Kolab to know exactly how and when to target its ideal consumers.



Feeling inspired?

It's time to up your social strategy game and take a few tips from Paintworks' online creativity. Social media is a great way to gain valuable insights into your target audience, including who they are and how you can best get their attention. Whether you're more of a Facebook user, a Tweeter or an Instagrammer, your property campaign will probably work best across multiple social channels. You'll want to see where your audience is most active to help you choose which channels to use. After all, social media has reshaped how we all now communicate with one another, both on a personal level and a professional business level.





Now what?

We know the property marketing industry isn't the easiest to break through, but as shown in these five examples of creativity, innovation, and individuality, it's not impossible to set yourself apart from the rest. If you're looking to showcase your personality in a creative way, or add a little extra oomph to your social strategy, why not get in touch with the team at Peppermint Soda.