

Maximus Real Estate Partners - Parkmerced

Problem

How does a little-known but large apartment community gain recognition for its spacious apartments?

Solution

Develop an OOH campaign executed in key locations throughout the city that illustrates life cramped into a tiny apartment to highlight Parkmerced's best quality -- space.

Background

Parkmerced's awareness in San Francisco was relatively low, particularly for such a large community with 3,200 apartments spread across 150 acres in the city. With low awareness, most renters don't put it in their consideration set for a place to live. In particular, potential renters aren't aware of how large and spacious the apartments are at Parkmerced, so the the company needed to re-orient consumer knowledge of Parkmerced as a great place to live with more space.

Objective

Reach SF-based renters and drive consideration for Parkmerced.

Strategy

The campaign took over bus shelters, bus sides, and rail kings as though they were life-size apartments, and shot people "living" in those spaces. Our medium and message combination visually demonstrated life cramped into a tiny apartment and appealed to our demographic on their commute. The campaign also selected one "hero" placement to show side-by-side a tiny apartment (junior poster) with the larger Parkmerced space (premiere poster) to emphasize the contrast.

Plan Details

Markets: San Francisco, CA

Flight Dates: June 2016 - July 2016

OOH Formats Used: Transit Shelters, Bus Media (kongs, queens), Rail Kings-Interiors, Premiere Panels/Jr Premiere Panels

Target Audiences: In-market renters (either moving to a new apartment in SF or just moving to SF for the first time) - Demographic bullseye: Adults 25-44, Household Income \$75K+ - Likely commutes to downtown SF or the south bay

Budget: About one third of our campaign budget was allocated to OOH, and a majority of the OOH budget was dedicated to transit media, which we used to target key neighborhoods and commuting routes to reach high-potential renters. We supported the OOH campaign with display, streaming video, cinema, radio, and paid search to capture increasing demand.

Results

Website uniques increased more than 40% year over year and branded search volume increased nearly 15%. July saw record metrics across key business metrics.

