

WE DROVE OVER 200,000 MOBILE IMPRESSIONS FOR R2 PROPERTY MANAGEMENT AND CONCIERGE SERVICES

As a new company looking to be an industry disrupter, R2 Property Management and Concierge Services curated an OOH campaign to establish their presence in the lakes region of central New Hampshire. A mix of static and digital assets gave R2 the impact and engagement needed to break into the market.

STRATEGY & TACTICS

- **Strategically Placed:** To reach affluent waterfront homeowners and tourists on Lake Winnepesaukee, R2 permed out billboards around the lake ahead of the July 4th holiday. A unit in the southern New Hampshire was added to reach those driving on the major roadway leading to the lake.
- **Mobile Strategy:** Targeting both behavioral and location-based mobile users allowed R2 to effectively reach affluent demographics as well as those traveling throughout the area.
- **Creative Excellence:** Designed by our in-house STUDIOS team, the campaign featured cohesive branding with various targeted messages. The website served as a template for the OOH formats and helped solidify R2's brand image.



RESULTS

208,334

MOBILE IMPRESSIONS DELIVERED

590

CLICKS

0.28%

CLICK-THRU-RATE



DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY (CLICK THROUGH OR SECONDARY ACTION RATES), OR REVENUE.

