WE DROVE OVER 200,000 **OBILE IMPRESSIONS FOR R2 PROPERTY MANAGEMENT**

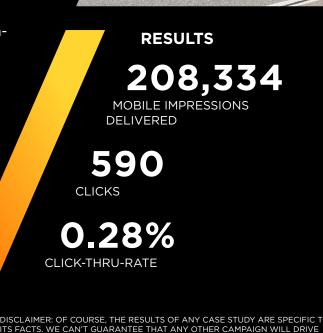
AND CONCIERGE SERVICES

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 Winnipesaukee, 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 locationbased 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.





THROUGH OR SECONDARY ACTION RATES), OR REVENUE.

