

WE INCREASED SALES FOR SERHANT REAL ESTATE

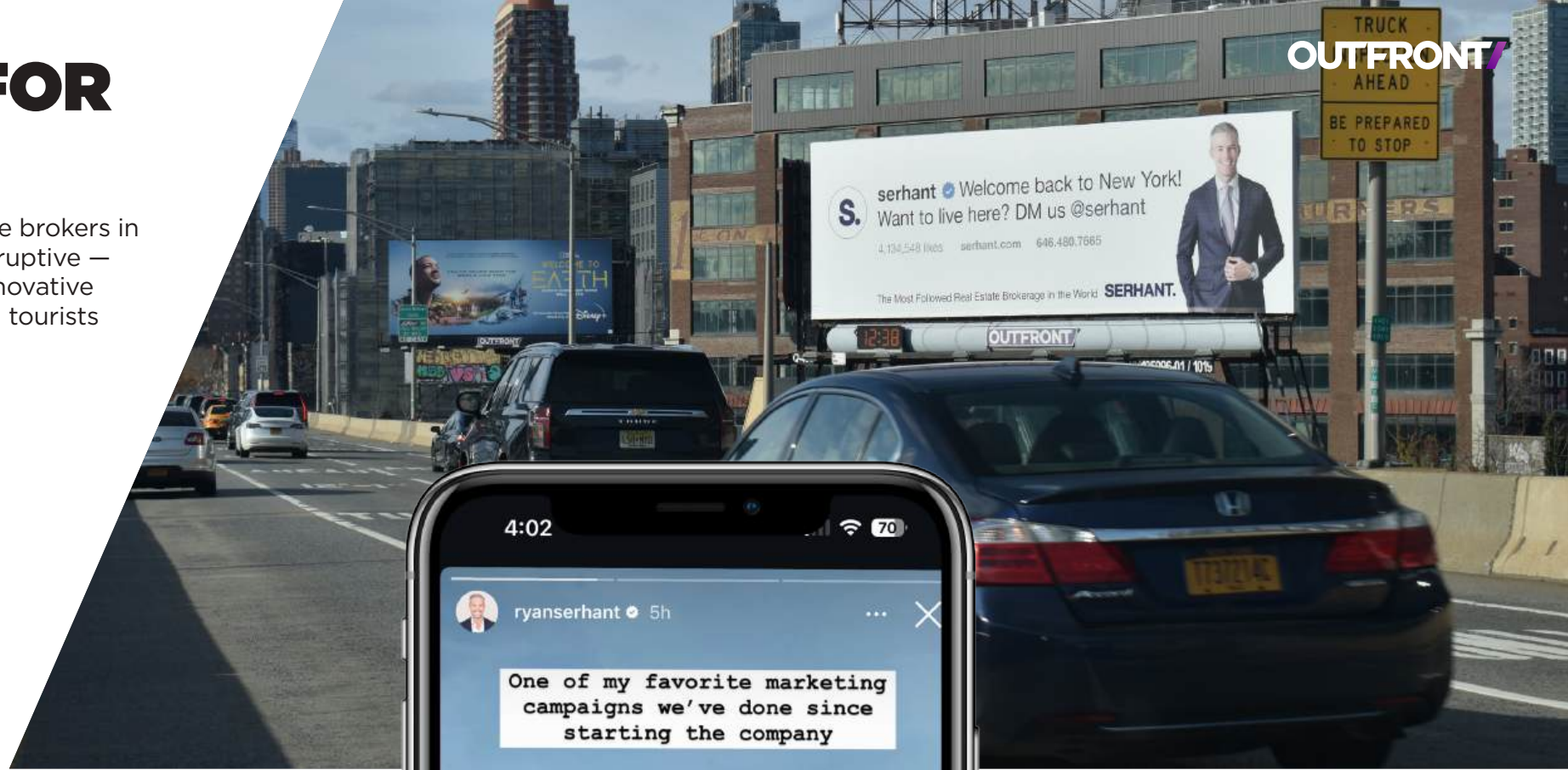
Ryan Serhant is one of the most successful and well-known real estate brokers in the world, leading one of New York City's top-ranked — and most disruptive — real estate teams. SERHANT., a brokerage driving success through innovative content, technology, and amplification, sought to reach residents and tourists alike as they were returning to the city.

STRATEGY & TACTICS

- **Strategically Placed:** With tourism on the rise, Serhant welcomed people to New York City, asking them if they wanted to live here. Inventory was selected along the major corridors into NYC from the nearby airports.
- **Creative Excellence:** The social media influenced creative was a timely and positive welcome for residents and tourists alike. With New York having a fast pace and not so friendly reputation, Ryan's smiling face brought a warm greeting to passerby's as they entered the Big Apple!
- **Client Success:** Serhant stated this was "one of my favorite marketing campaigns we've done since starting the company. It was SUCCESSFUL driving sales!"

SERHANT.

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.



RESULTS

\$200M

IN SALES DIRECTLY
BECAUSE OF THESE
BILLBOARDS

