

Wesley Works

Problem

How to you increase brand awareness for an independent real estate agency?

Solution

By using a strategically placed OOH campaign.

Background

Wesley Works is a real estate company that opened 2008.

One of the few real estate companies to be unaffiliated

with any national franchise or brand in the local area. From 2008 to 2013, the company worked to grow the brand and saw annual sales volume ranging between -\$250,000 to +\$1,000,000. The company ranked consistently between the number four and number six agency in the target market. Wesley Works needed to get its name out in a big way to compete with the long time established agencies and rise to the number one spot.



Objective

The objective was to brand the real estate agency in Emmaus, PA and surrounding areas throughout the year with an extra push in the early Spring and Summer months, when many people looking to buy or sell start researching agencies.

Strategy

The plan was to use a poster that would rotate to a new location every cycle. For the early Spring/Summer units, side by side posters were used on a main intersection in the target market. Geopath OOH Ratings were used to show the number of impressions, reach, and frequency.

Plan Details

Markets: Bethlehem, PA

Flight Dates/OOH Formats:

- Flight: January 1 - December 31, 2016
- 1 Poster
- 2-3 Posters in March and May
- Average of 41,

Budget: under \$10,000

Results

In 2016, Wesley Works increased its volume by \$2,903,960 over the previous year for a total volume of \$7,339,360 and climbed to the number one position in the market, outperforming a key competitor by over \$3,000,000 in 2016. Wesley Works plans to continue using targeted marketing through the use of posters with the goal of increasing market share.