**Problem**  
How can Classic Cottages increase brand awareness to sell their new houses?

**Solution**  
By layering an out of home campaign with a mobile component.

**Background**  
Classic Cottages wanted to sell the limited house inventory by increasing interest and visitation.

**Objective**  
The central objective was to introduce the new Classic Cottages development to the nearby communities.

**Strategy**  
Banners and floor graphics were strategically placed at nearby rail stations to drive awareness to these communities and provide information for inquiries. Media mobile proximity technology was used along with geo fenced areas surrounding stations and the new developments.

**Plan Details**
- **Markets:** Washington DC  
- **Flight Dates:** June 18, 2018 - September 9, 2018  
- **OOH Formats:** Rail Floor Graphics, Platforms Runners, and Mobile Geo Fencing  
- **Budget:** $10,000 and over

**Results**  
Classic Cottages’ community garnered over 80,000 impressions and over 600 direct clicks to the website in the first two weeks of the out of home and mobile ad campaign.

**Additional Information**  
Client Testimonial - “Traffic for both of our communities has increased since the metro and mobile ads launched”. - Alicia Muzzy, Marketing Coordinator