



OOH Case Study

Baird & Warner

Problem

How can Baird & Warner continue to increase sales to maintain their position as the largest independent real estate company in Chicago?

Solution

By implementing a strategically-located OOH campaign that reflected the brand persona.



Background

As a family-owned business, Baird & Warner has a reputation of doing the right thing. Their story is one of adapting and innovating to become the largest independent and locally-owned real estate company in Chicagoland. Buying or selling a home is a personal, emotional, life-changing experience. As the marketplace battles to win the transaction fight, the opportunity existed to differentiate and elevate themselves above the competition. The true competitive distinction in the marketplace was their agents, and the human side of real estate only they could bring. Family, friends, and coworkers talk about their favorite agent and why they loved working with them. This is a referral driven business, and investing in making the experience memorable doesn't just mean loyal customers – it also means more customers.

Objective

The media strategy was to build the personal side of easier real estate transactions, and reinforce to both B&W clients and recruits how the easier process feels. To do this, B&W kept the focus of their media campaign on the true value their agents bring to each and every transaction. "It's easier here" remains their tangible brand promise driven by their clients, broker associates, loan officers, and staff. This genuine statement continues to replace uncertainty, confusion, and anxiety with excitement, confidence, and peace of mind. The primary target audience was women 25-54, with a multi-channel promotional strategy. B&W's investment in the integrated public relations and mass media strategy was designed to deliver over 340 million impressions.

Strategy

One of the best ways to have the B&W message break through the clutter and reach the most people was through an effectively planned out of home campaign, which garnered hundreds of thousands of impressions each month. The 2019 campaign was not only geographically targeted, it was also demographically targeted to reach the consumer target audience of women 25-54. Included in the campaign were high profile expressway bulletins (3) per flight rotating every six-weeks for maximum exposure on route to and from all of B&W suburban branch offices. B&W always has a unit near O'Hare or Midway to reach business travelers and Fortune 500 recruits looking to relocate to Chicago. Also utilized were King and Jumbo King Metra posters (7) located on the platforms where commuters wait for their trains, targeting seven suburban branch locations. Metra Interior mini overhead displays (200) within (50) train cars targeting B&W suburban offices on the UP lines, MDN, BNSF, and Southwest lines. These displays reach a captive professional commuter traveling between their home and downtown Chicago. Weekend trains are filled with suburbanites traveling to downtown shows, exhibits and sporting/special events. There was a 45+ average minute commute to drive engagement with the B&W website, online advertising and



social media channels. High Profile Premiere Panels and Eco Posters (10) were used to targeting B&W city branch offices reaching potential customers on their daily journey to work, shop and play. Other formats included: HotSpots Wallscapes (4) highly-targeted and hyper-local units within the city neighborhoods of Lincoln Park, Wrigleyville, Lakeview and River North; and CTA Bridge Bulletins (2) located directly above key, high impression surface street intersections for both vehicular and pedestrian viewership.

Plan Details

Markets: Chicago

Flight Dates: February 2019 - December 2019

OOH Formats Used: Bulletins, Eco Posters, Wallscapes, Transit

Target Audience: Females 25-54

Audience TRPs: 403.8

Audience Reach: 49.87%

Audience Freq: 19.7



Results

\$9.2 billion in sales - 5% increase YOY. More than 33,000 transactions - compared to 29,000 2017/18. Hired nearly 500 new and experienced broker associates - 15% increase YOY. Sent 264 winning broker associates to Mexico for the annual listing contest - compared to 249 previous year. Won No. 1 Top Workplace in real estate for the 7th year in a row - credit goes to the entire media plan and especially the out of home plan for this accomplishment. The agents donated more than \$248,000 to Chicagoland nonprofits. The out of home campaign, especially the Metra advertising, which reaches C-Suite executives, helped elevate the nonprofit partnerships. Won Three Agents' Choice awards, including Managing Broker in the City. The out of home campaign excelled with high profile city and suburban visibility, which increased brand awareness to be nominated for these prestigious awards and win. B&W was honored to be recognized for the following awards: Key Mortgage Named Top Employer, Best Military Lenders by National Mortgage Professional Magazine, Top 100 Originators List by National Association of Minority Mortgage Bankers of America, and they still are the only Chicagoland company to earn RELO® Quality certification.

39,000 new leads driven to B&W website - We get you. YOY growth 17,000. This increase was attributed to the out of home plan.