

## Hunneman Real Estate

 Boston, Massachusetts

### Background

By early 2025, Hunneman Real Estate faced a pivotal moment in its near century-long history. Despite being one of New England's oldest and largest independent commercial real estate firms, the company struggled with brand recognition in a market dominated by global giants like CBRE, JLL, and Colliers. Hunneman's track record spoke volumes, but brand recognition lagged behind their legacy. At the same time, the commercial real estate market was under pressure from record office vacancies, slower deal cycles, and cautious investors. Against this backdrop, Hunneman confronted the dual challenge of differentiating themselves in a crowded, highly competitive industry while also countering the perception that bigger, international firms had the scale and sophistication to outmaneuver local players. What Hunneman needed was a way to not just get their name out in front of decision-makers, but to redefine their brand narrative: positioning themselves as the local experts — more attentive, knowledgeable, and nimble than their larger, slower-moving competitors.



### Objective

Increase Website Visitation

### Strategy

In 2025, they set out to make their independent expertise impossible to overlook by shaking up its marketing strategy. To raise awareness of Hunneman and its services among Boston-area C-suite executives and commercial real estate decision-makers, they created a plan to:

- Build broad brand visibility in the Boston market. • Reinforce Hunneman's independent, nimble positioning versus global competitors.
- Drive measurable digital engagement, including web traffic and organic searches.
- Generate qualified leads through "Contact Us" form submissions.
- Support talent recruitment by spotlighting career growth opportunities.



Hunneman leaned into a bold new approach — placing out of home (OOH) and mobile advertising at the center of its marketing campaign by leveraging high-impact visibility on Boston's busiest commuter corridors and pairing it with precise mobile targeting, the firm sought to elevate its brand presence, showcase its full breadth of services, and stand out as a trusted, responsive alternative to the global CRE powerhouses. Hunneman launched a 10-week integrated OOH and mobile campaign during Spring 2025 (March 24 – June 1, 2025) to boost brand visibility and drive more interest & demand among their key audiences. The plan placed OOH at the center of a multi-channel strategy, blending high-impact formats with digital and mobile extensions to reach decision-makers at multiple touchpoints. **OOH + Mobile Tactics:**

- **Prime Digital Billboards:** These cherry-picked ad placements anchored the campaign, delivering avoidable brand visibility on Boston's busiest commuter arteries, maximizing exposure and ensuring daily impact among commuting professionals.
- **Programmatic Digital Bulletins:** planned to deliver an additional 7M impressions using locations that over-indexed against Hunneman's target audiences. This cost-efficient tactic extended incremental reach while leveraging dynamic creative rotations to spotlight different service lines and maintain campaign freshness.
- **MBTA Commuter Rail Interior Cards:** Targeted corporate professionals during long dwell-time commutes. Each creative featured a QR code that encouraged engagement and drove direct site visits.
- **Mobile Advertising:** Reinforced awareness and drove lower-funnel actions through geofencing, retargeting, and precision audience targeting. Mobile ads focused on C-Suite executives and CRE decision-makers, with geofencing layers around billboard locations and WeWork offices to maximize relevance. By combining the scale of roadside billboards, the engagement of commuter rail, and the precision of mobile targeting, Hunneman built a full-funnel campaign: broad awareness at the top, engagement and search in the middle, and measurable lead generation at the bottom. Hunneman took advantage of the creative flexibility and versatility of Digital OOH by rotating their creative messaging to spotlight various taglines used for general brand awareness & talent acquisition vs. taglines that promoted their various service lines of business. DOOH gave them the opportunity to test various creatives and refresh them as needed. This multi-pronged creative approach elevated the brand name, promoted service offerings, and supported recruitment — versatility that competitors couldn't easily replicate.

## Plan Details

**Target Demographic :** Boston-area C-suite executives and commercial real estate decision-makers.

**Campaign Posting Dates:** 3/24/25 - 6/01/25

**OOH Formats Used:** (3) Cherry-Picked Digital Bulletins, (120) MBTA Commuter Rail Interior Car Cards, Programmatic (DDA) Digital Bulletin Impressions, Mobile Impressions (Audience & Location Targeting)

**Campaign Impressions:** 26,812,081 total adult 18+ Geopath impressions

**Budget:** \$15,000 or larger

## Results

- **Awareness & Discovery:**
  - Organic search traffic surged +82.17%, proving OOH drove brand curiosity.
  - Direct traffic increased +58.9%, showing strong name recognition. ◦ Mobile generated 4,410 clicks / 0.40% CTR (167% above benchmark)
  - Earned amplification in The Boston Globe further raised visibility.
- **Digital Engagement:**
  - Website sessions spiked in April/May during the campaign, then tapered once media went dark — underscoring OOH's influence.
  - Both new and returning visitors increased, highlighting OOH's dual role in introducing and re-engaging audiences.
- **Lead Generation:**
  - ~87 "Contact Us" form submissions (Feb–Aug 2025), with >50% (~45) generated during the OOH campaign window.
  - Submissions peaked in April, directly aligning with OOH presence.
- **Independent Advantage:** Hunneman's agility let them tailor creative and media locally, unlike global competitors bound by national mandates.
- **Website Visits (impact):** 45 online contact form submissions during the timeframe the OOH campaign was live.
- **Website Visitation or Views:** Website traffic tells the story of how OOH drove digital discovery:
  - **Organic Search** (+82.17%): This is the clearest signal of brand lift. More people were searching "Hunneman" by name, showing that OOH visibility translated into curiosity and search intent.
  - **Direct Traffic** (+58.9%): Users were typing Hunneman's URL directly or clicking from saved bookmarks, a strong indicator of brand recognition strengthened by large-format roadside and commuter placements.
  - **Referrals** (1,828 sessions): While smaller in volume, referrals added incremental visibility. The March–May period aligns with the strongest spikes in both organic and direct sessions, matching the OOH campaign's active flight. After the campaign ended, website activity trended downward, reinforcing the impact that OOH had in driving digital discovery and brand engagement.