

CASE STUDY

Situation



The Minnesota Association of REALTORS® (MNAR) is one of the largest trade associations in the state.

They provide a wide range of services to the 24,000 members throughout Minnesota who are involved in real estate transactions.



Solution

The goal of the campaign was to communicate a comprehensive message for first-time home buyers directing them use a REALTOR® when buying a home. The campaign drove potential home buyers to a website, www.

firstmhome.com, where they could receive a free home buying guide.

The message was designed to show that buying your first home is a complicated process and that using a REALTOR®,

who is a knowledgeable and trusted expert, to help homebuyers complete such a complicated transaction, is a smart idea.

Multiple media channels were utilized to encourage the audience to visit the website to receive the free home buying guide. Bus backs, bus sides, light rail, billboards, radio, Internet, print, and skyway posters were all used in this campaign.



Challenge

The marketing objective was to target first-time home buyers and drive them to purchase a home using a REALTOR®.

The primary audience targeted was women aged 25-34, who are potential first-time home buyers. Although not specifically targeted, the 2008 campaign also appeals to other groups of home buyers. A Secondary Audience of the campaign is REALTORS® in Minnesota who belong (and pay dues) to the MN Association of REALTORS®. It shows that the Association is actively advertising on their behalf.



Results

The 2008 campaign has yielded impressive results. The three "hot months" of the campaign generated an average of 2,956 hits per day on the website. Over 71,313 guides were download and 6,000 sent via mail. Every channel was measured through real time online surveys on the landing page. Furthermore, the client received positive feedback from the association members and home buyers about the presence of the ads.

