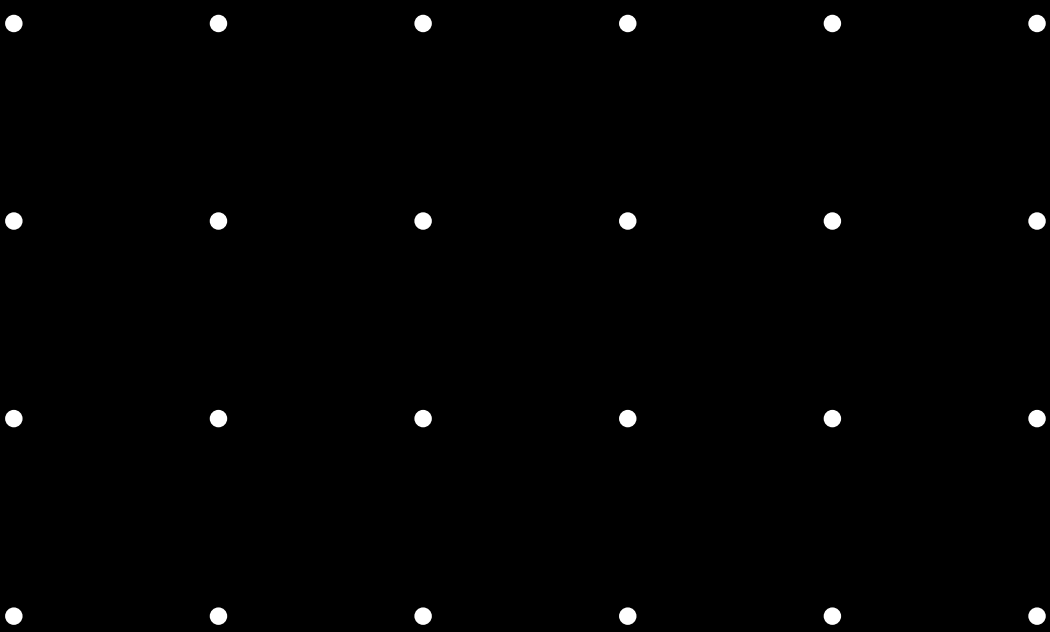


# Compass Santa Monica Office Launch Case Study

Celia Pinczower



# Goals + Messaging

2

## Goals

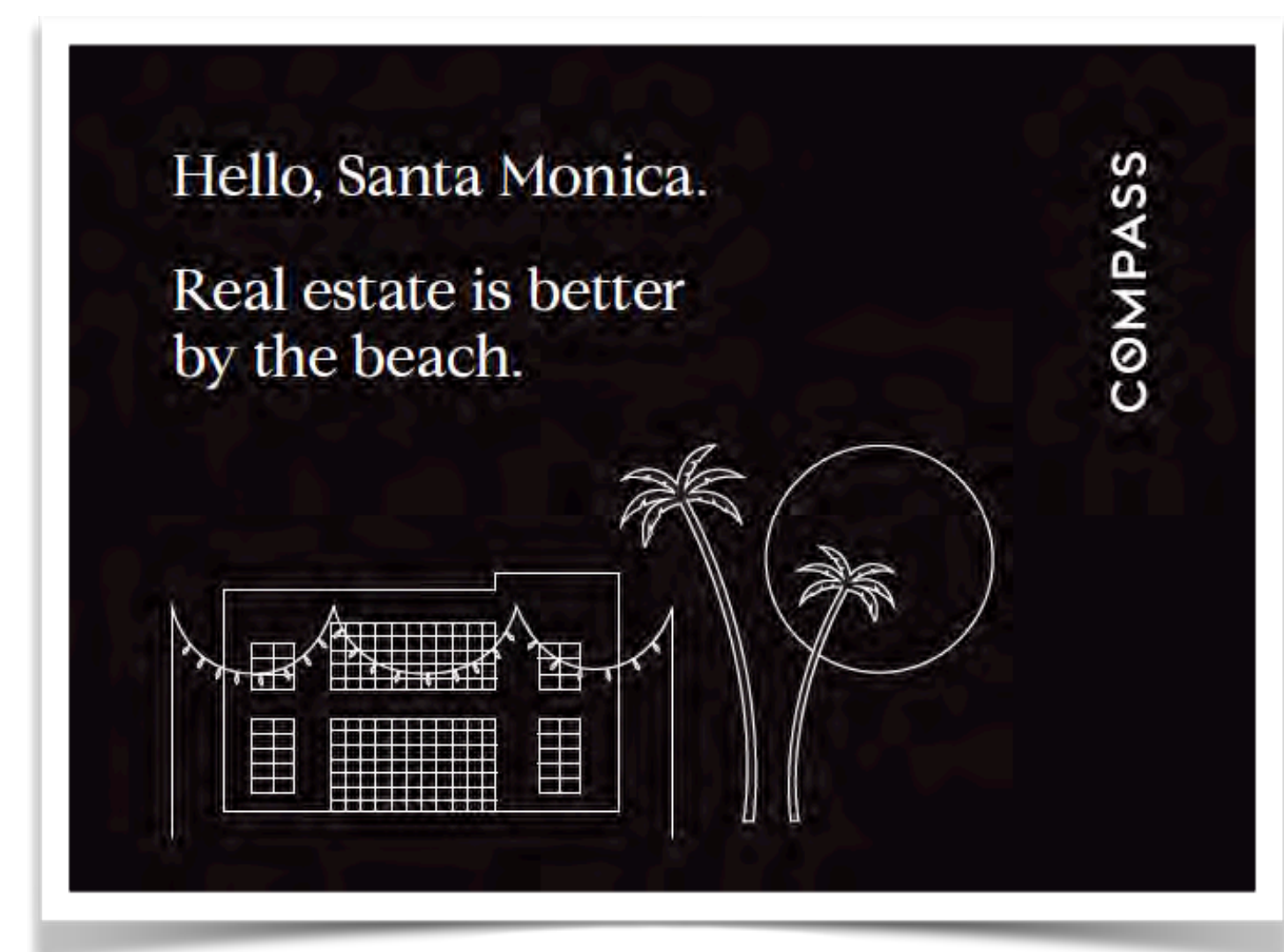
- Share the opening of the new office with the local westside community across multiple marketing channels.
- To provide opportunities and content for westside agents to announce their new home office to their respective farms.
- Develop creative and strategic partnerships to align the compass brand with the luxury market on the Westside.
- Curate exciting events to celebrate the launch with our Compass Family.

## Messaging

Hello, Santa Monica.  
Real Estate is better by the beach.

Visit us on Main & Pacific.

## Creative



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# Marketing Channels

3

**Print Advertising**

**Digital Marketing**

**Out of Home**

**Experiential Marketing + Strategic Partnerships**

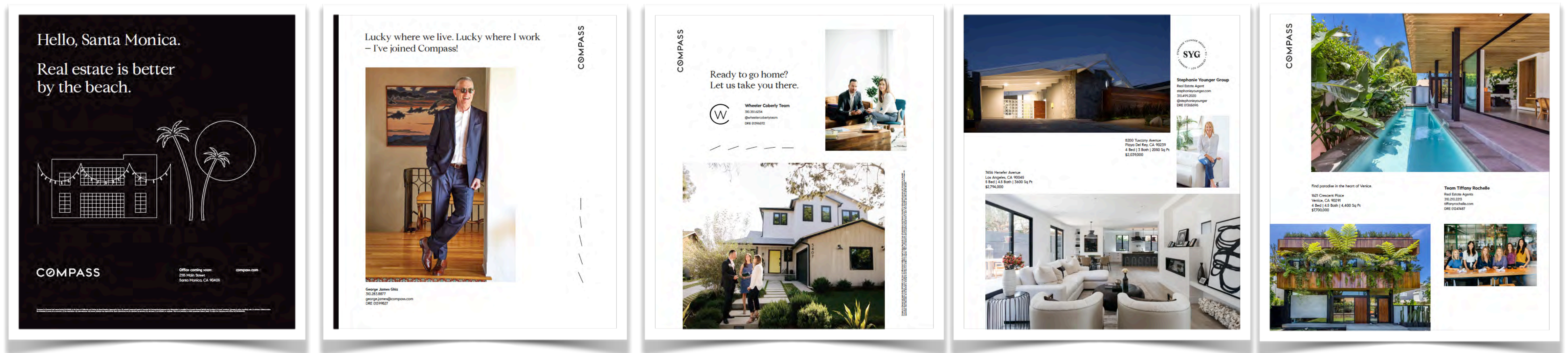


# Print Advertising

4

## DIGS Magazine

- 3 monthly takeovers of the luxury Westside publication
- 10 agent team buy-in
- Secured ongoing partnership to feature Compass brand advertising, including social and digital cross-marketing
- \$7,645 dedicated to agent buy-in
- **Circulation/Impressions: 69,000+**

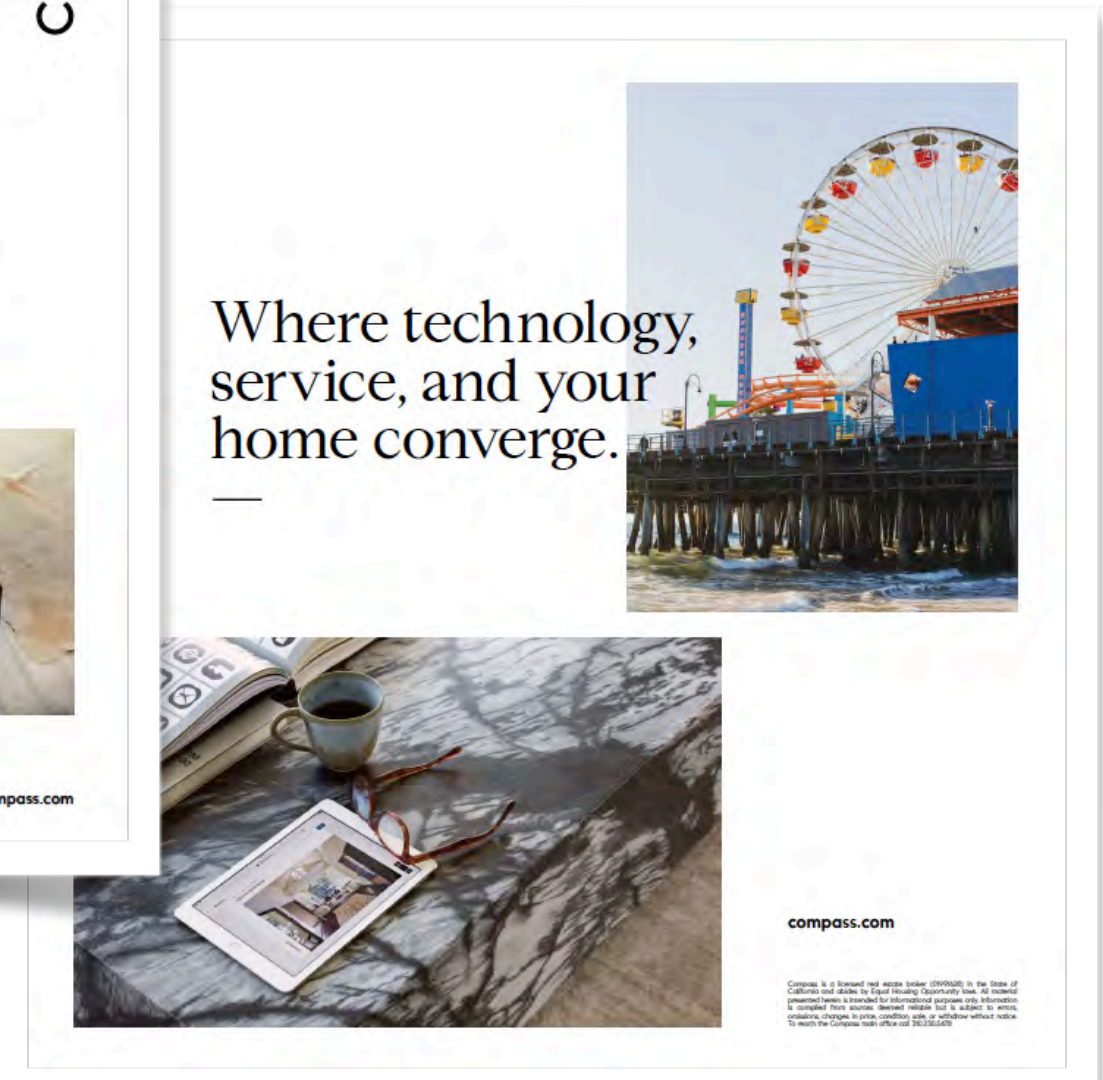
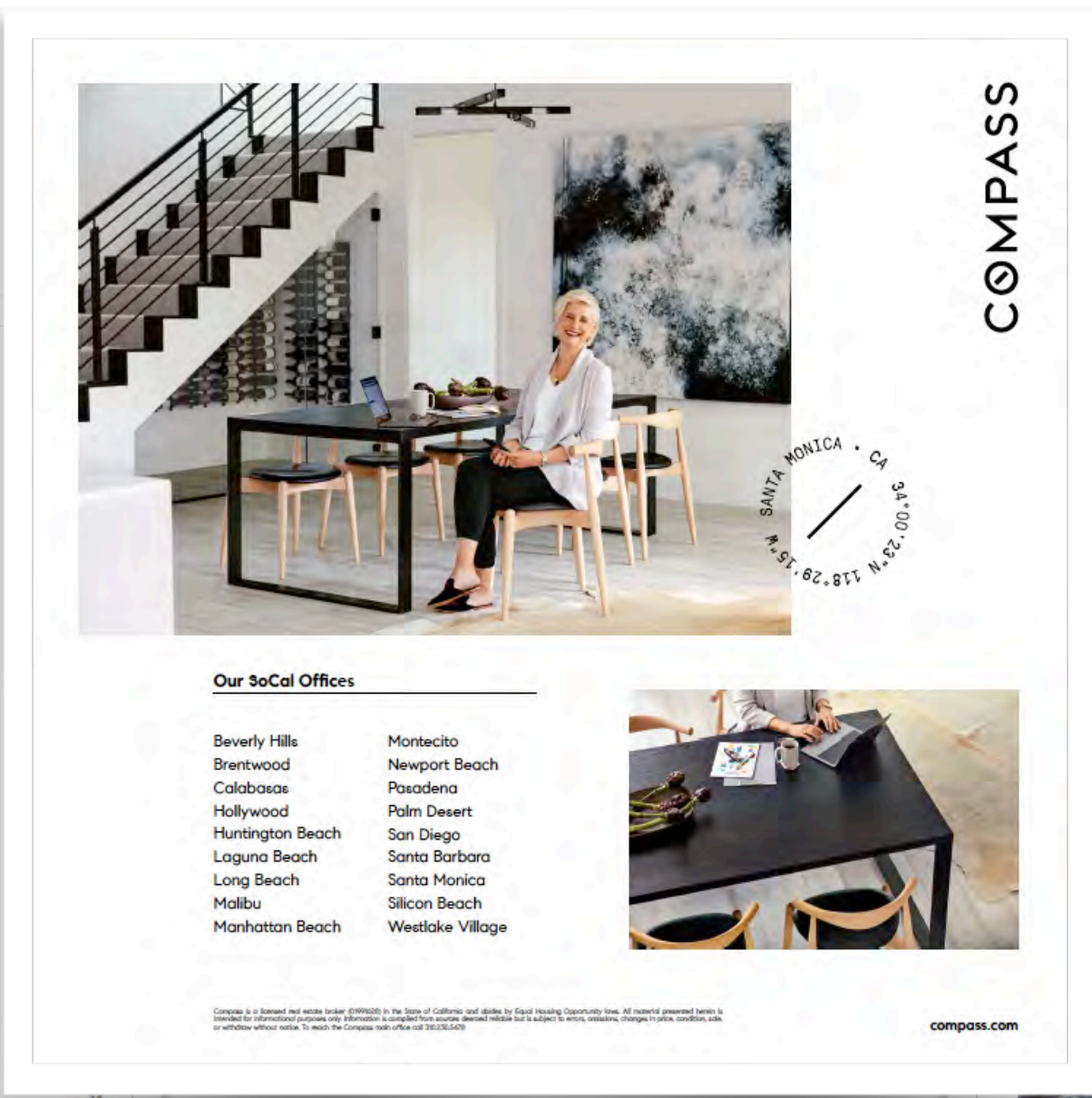
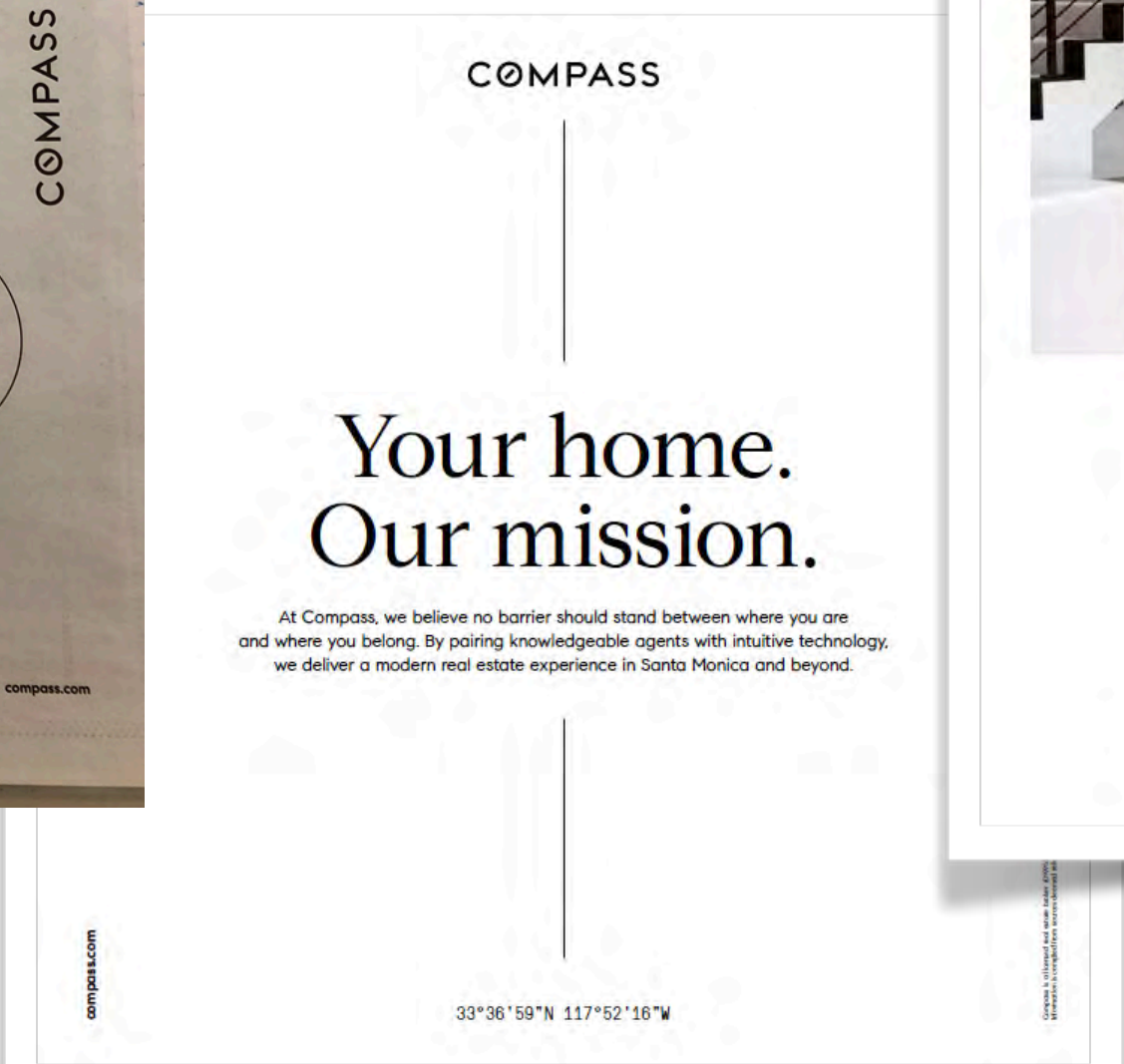




# Print Advertising

## LA Times Cover Wrap

- Full cover wrap of LA Times Hot Property - December 1, 2018 Edition
- Circulation/Impressions: 360,000





# Print Advertising

## Santa Monica Daily Press

- 30 day brand ad publication in local Santa Monica Press
- **Circulation/Impressions: 160,000**



## Postcard

- Developed partnership with Viceroy Santa Monica, including 20% off discount at restaurant on property
- Distributed to ~1,400 homes in Santa Monica neighborhood, selected by top agents
- ~600 additional cards used as unique offering for agents to hand deliver to sphere
- **Circulation/Impressions: 2,000**

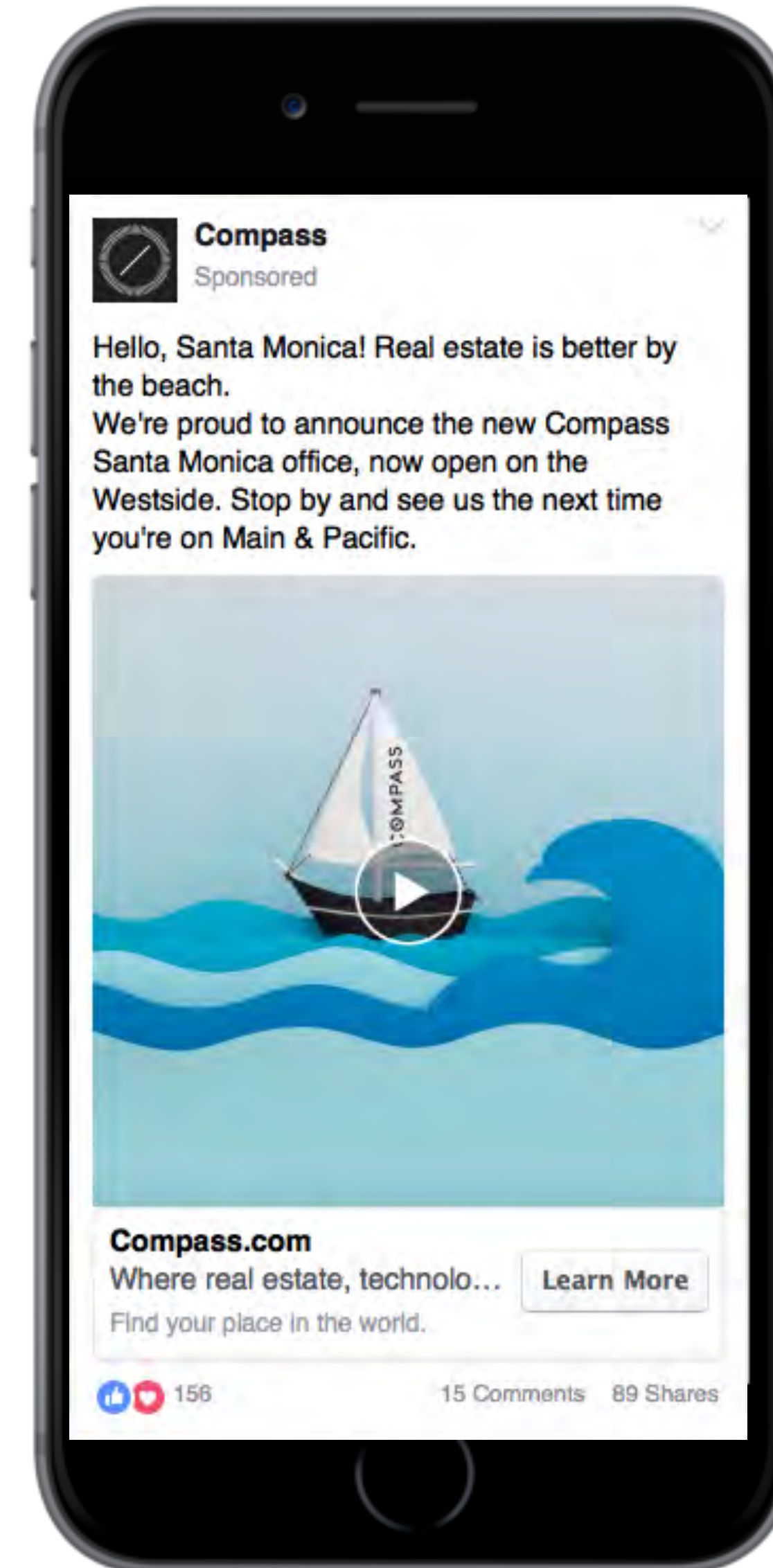


# Digital Advertising

7

## Social Advertising

- Creative stop-motion graphic created to target greater SFR neighborhoods and main local attractions in Santa Monica
- Runtime: Dec 2018 - Feb 2019
- **Impressions: 815,677**
- **Reach: 305,783**
- **Demographics:**
  - 56% of spend and 57% of impressions were to the 25-35 year old age range which had the lowest frequency and CPM
  - Delivery was low to the 65+ age range, however this audience had the highest rate of completion - 16% higher than the campaign average



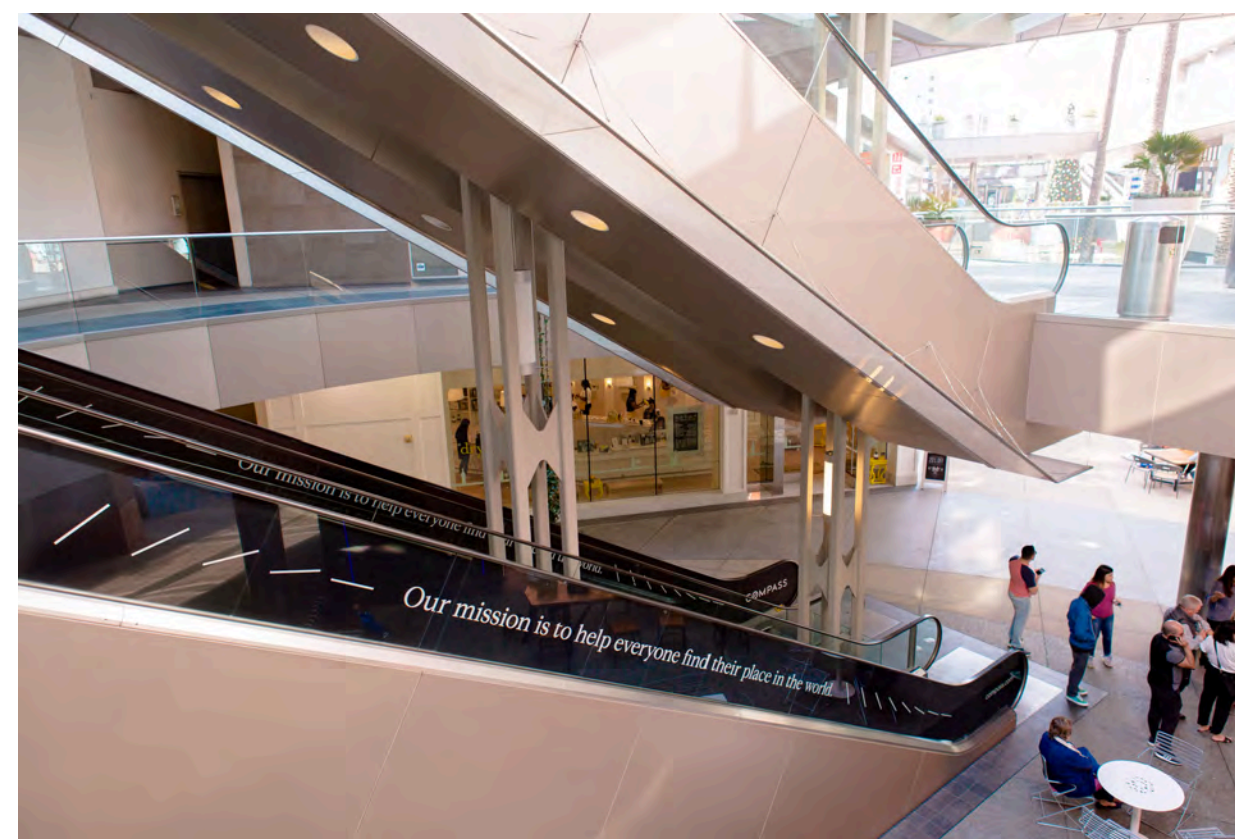


# Out of Home

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## Santa Monica Place

- Outdoor advertising at luxury mall adjacent to Third Street Promenade. Ads posted during month of November, prime holiday shopping + Black Friday.
- Floor clings pointing to digital directories
- Elevator Wrap
- 10 large scale agent kiosk ads
- Multiple agents ran brand social ads geofencing the mall
- \$10,000 dedicated agent buy-in.





# Out of Home

## Santa Monica Place



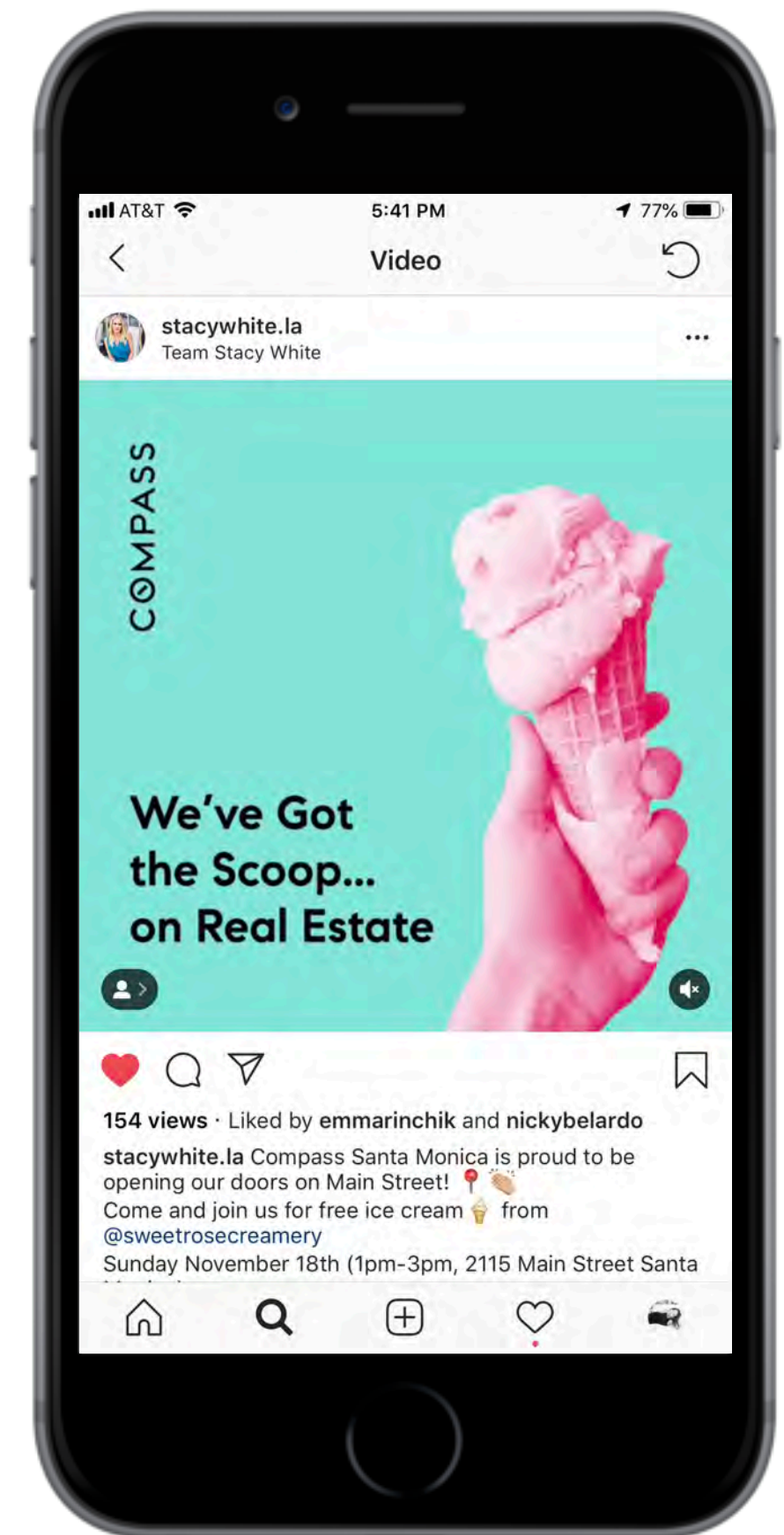


# Experiential Marketing + Strategic Partnerships

10

## Ice Cream Party - Soft Launch

- To celebrate the initial opening of the Santa Monica office, we invited the agents and our community for free ice cream at the office!
- Social, digital and print assets were created to share the event.





# Experiential Marketing + Strategic Partnerships

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## Ice Cream Party - Soft Launch

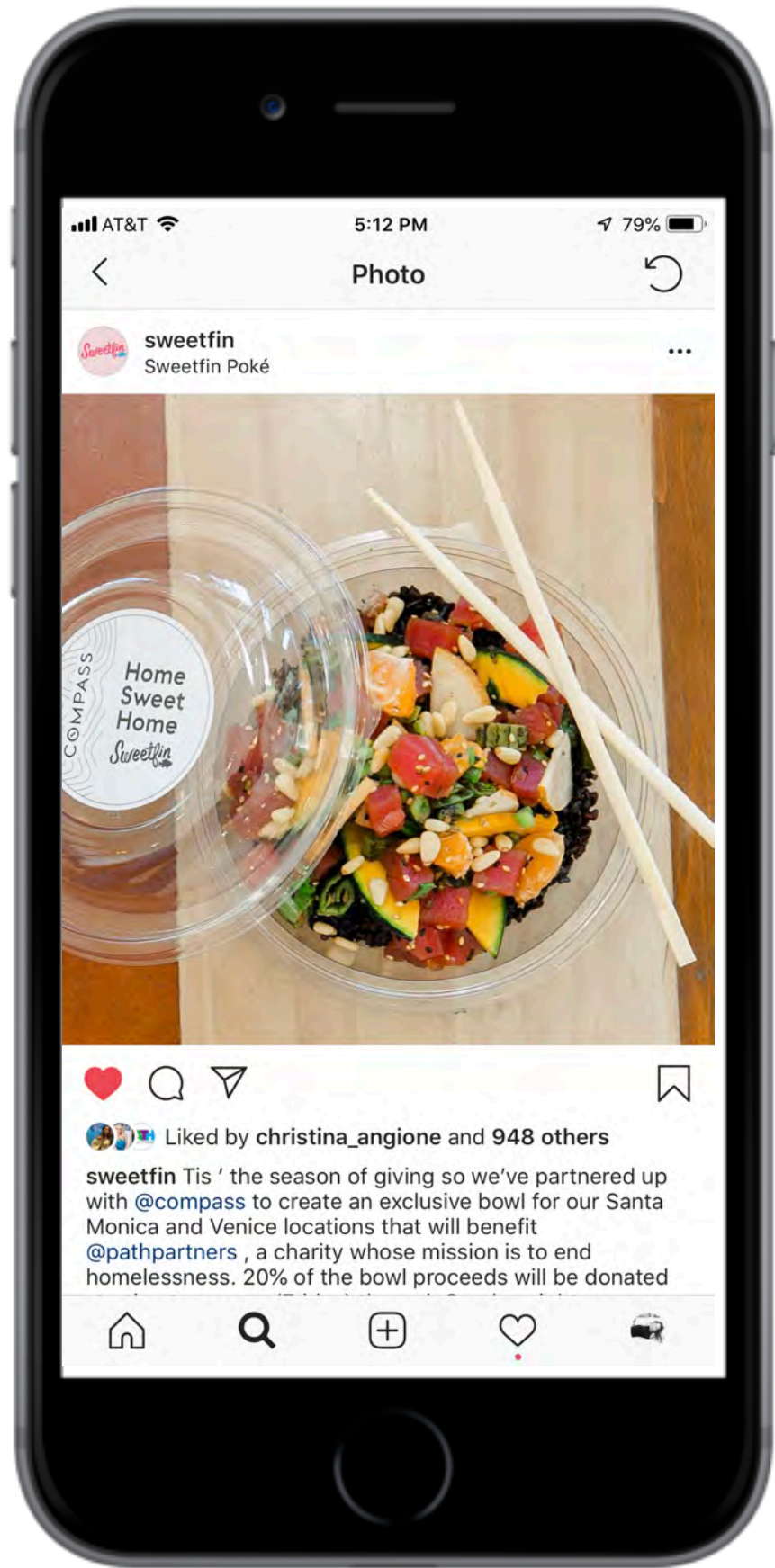
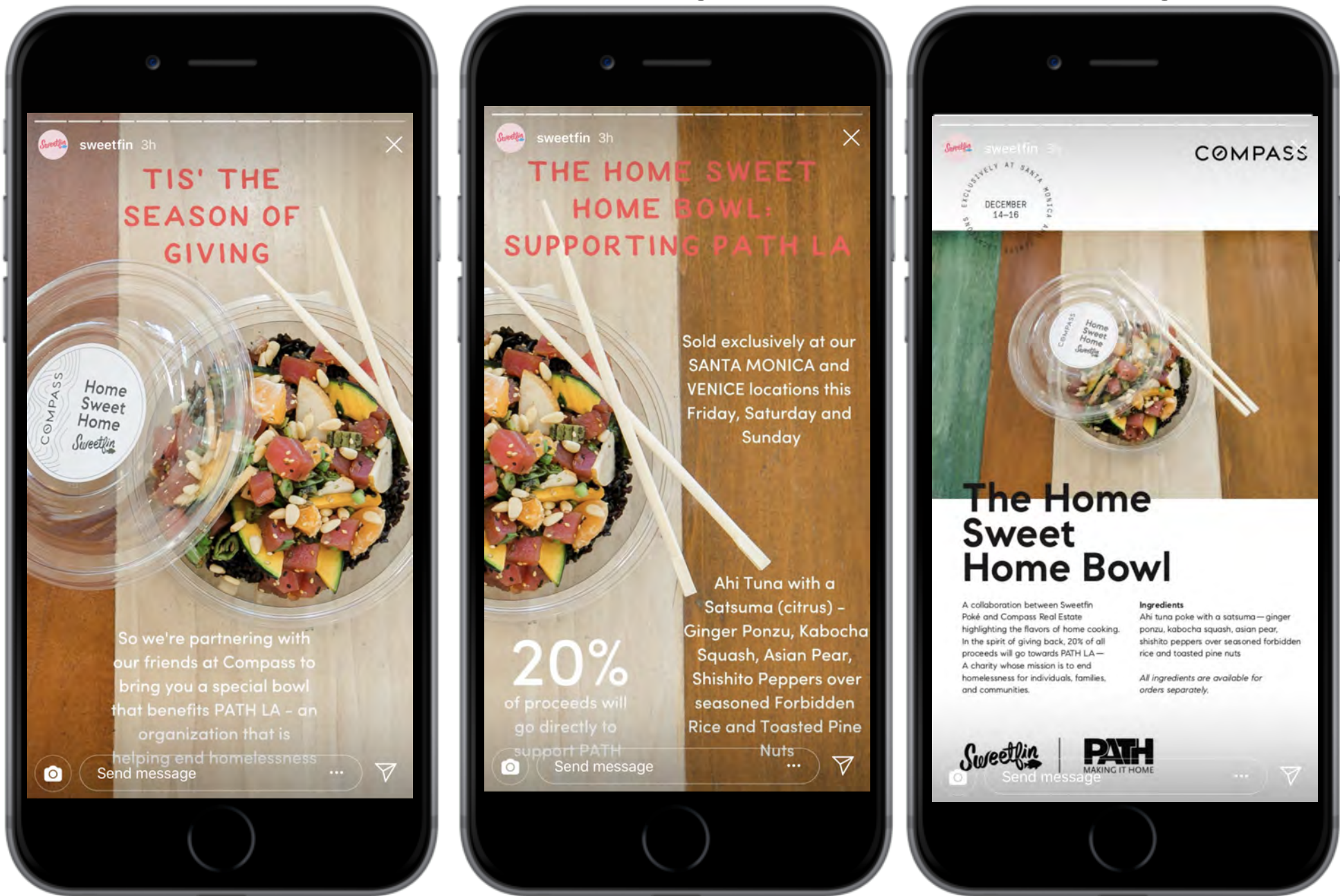




# Experiential Marketing + Strategic Partnerships

## Sweetfin Poke Partnership

- In the spirit of giving back, Sweetfin Poke and Compass Real Estate partnered over the Holiday season. We crafted the Home Sweet Home bowl where 20% of all proceeds went towards PATH LA: A charity whose mission is to end homelessness for individuals, families, and communities. The "Home Sweet Home" bowl was available for the weekend of December 14th at the Sweetfin Santa Monica and Sweetfin Venice locations.
- **Circulation/Impressions: ~68.3K (sweetfin, PATH LA, & Compass Agents social sharing)**



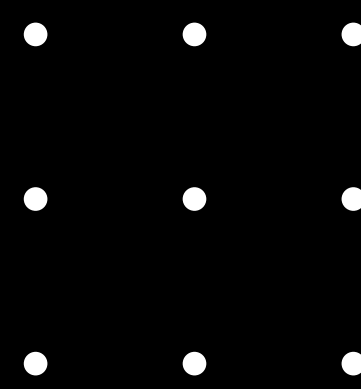


# Experiential Marketing + Strategic Partnerships

## Sweetfin Poke Partnership







COMPASS

