

Homie

Problem

How does an online based technology reach consumers in the real world?

Solution

By using an extensive OOH campaign.

Background

Homie provides an alternative home selling and home buying service for sellers and buyers who would rather take a more active role in selling or buying a home, saving a considerable amount on commissions. They are a tech company that leverages technology to make the transaction easier and less expensive. This is only one piece of the real estate market and to be successful they needed to look at disrupting other players in the real estate market such as lenders, home inspectors and more.



Objective

In Salt Lake the national brands are less invested in OOH so they felt this was a great opportunity to exploit and dominate a media where real estate agency competition didn't exist. Homie wanted to focus on a demo that felt like they could be more involved in buying or selling a home and didn't feel like they needed to pay a seller's agent.

Strategy

Their target demographic; home buyers or sellers, HHI differs from county to county but for buyers at least enough income to qualify for a home, and age 25 to 39 younger people who are tech savvy. We looked at a rotary plan for each county and then shifted to a perm location the following year. YESCO was tasked with identifying the rotary locations that would best fit their targeted demos and develop the proper rotation schedule to maximize reach and frequency for that location.

Plan Details

Flight dates for Salt Lake County 10/09/2016 to 12/31/2017.

- We delivered 20,683,975 impressions.
- 98% reach percentage and average frequency of 75.
- On 5 board rotary program with an average of 13 weeks per location.
- Demo 18+ 57,801,887 impressions, 98.5% reach and an average frequency of 70.8.

Flight dates 7/17/12/31 12/31/2017 for Weber County.

- We delivered 3,128,397 impressions.
- Reach percentage was 98.5% with an average frequency of 55.5.
- For the same flight dates for an 18+ age demo for Weber County we delivered 9,197,695 impressions. 98.5% reach with an average frequency of 51.9%.

Flight dates 7/10/2017 to 12/31/2017 for Davis County.

- We delivered 2,393,680 impressions.
- 96.8 reach percentage with an average frequency of 30.3.
- For Demo of 18+ we delivered 6,226,800 impressions.
- 95.4% reach with an average frequency of 27.6

Results

The client attributes 25% of their revenue generation to OOH. They attribute 800,000 daily impressions to their website from OOH. This is for their total OOH spend. There has been significant press attention to the Homie billboards.

<https://www.signs.com/blog/homie-billboard-marketing-and-growth>