THE DAILY BEAST

## National Association Of REALTORS®



## Campaign Objective:

Drive awareness of NAR as an advocate for homeowners. Build awareness of the value REALTORS® to homebuyers.

## Tactics:

- 8-part Branded Content Series about housing history in America
- Interactive recirculation module
- 8x "This Day In Housing History" branded cheats
- 10-part Instagram series defining home buying terms
- Custom promotional media

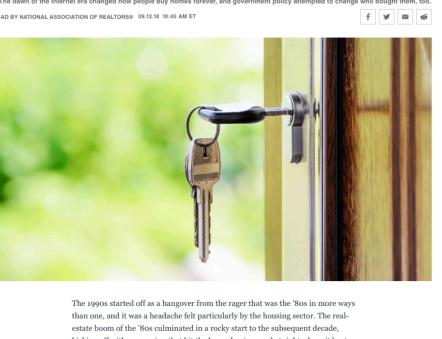
Total campaign CTR was 4x Daily Beast benchmark

Time Spent on branded content was 1.5x Daily Beast Benchmark

Branded Cheat CTR was 110% Daily Beast Average

Campaign-level interaction rate was 3.5X Moat Average





kicking off with a recession that hit the home-buving market right where it hur And in retrospect, the last decade of the 20th century served as a kind of

Our 8-part series covered housing history from America's founding, including NAR's ongoing role