

Case Study:

Experience Counts

Client and Challenge

The New York City Real Estate market is notoriously competitive. When the largest new development since Rockefeller Center wanted to showcase their world-class restaurants, retail, and cultural attractions, they looked for a partner with proven success.

Strategy and Solution

Our experience with other high-profile NYC properties, including The Shops at Columbus Circle, means we know how to connect with an affluent, active audience. We recommended and executed a two-month, heavily video-based test campaign.

Campaign Success

The tests exceeded the benchmarks.

The client was so impressed with the results that not only did we receive incremental budget for search and social campaigns, we were also chosen as the media-buying agency for the campaign launch.

Building on success. Connect with an MNI Account Executive near you to build your most successful campaign yet.

