



## SPRING 2019 MEDIA BUY/CAMPAIGN January to June 2019



11.6+  
MILLION ADS

139%  
CAMPAIGN ROI

182+  
MILLION  
IMPRESSIONS



**Driving Quality Leads to You!**

# 2019 Spring Ad Campaign Strategy

Target: Adults 25-64; Female/Male

- Move Up/Move Over - home owners showing highest potential
- First Time Home Buyers
- Luxury Real Estate Sellers & Buyers

## Campaign Goal:

Generate leads for RE/MAX agents; getting onto the screens of potential home sellers and buyers.

## Objectives:

- Engage with home owners to help them find an agent for their next home
- Lead first-time home buyers to resources for their home buying journey; to engage an agent
- Reach Luxury sellers and buyers with their specialized needs; to engage an agent
- Drive all traffic to remax.ca

## Tactics:

- Video/TV: Online, Traditional & Ethnic Television
- Digital/Online: Display, Social, Digital Audio, Native
  - (New for 2019): Podcasts, Gaming, In-App Display & Sponsored Content
- Sports: NHL, WHL, Curling & MLS
- Outdoor/Transit & Radio in select markets

**New Creative This Spring Aligned North America-Wide!**



**RE/MAX** That's the sign of a RE/MAX agent



# VIDEO/TV

Targeted Programming That Reaches People Interested in Real Estate



Engaging with the audience using the power of video. Keeping RE/MAX top of mind.

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**Online Video/TV:** Pre-roll in-stream ads

ex: YouTube, Global GO App, CTV GO App, CBC

- Targeted to adults 25 – 54 living in BC, Alberta, Saskatchewan & Manitoba
- High ranking local news and entertainment programming in a digital online format
- Digital Video reaches an audience who increasingly watch their favourite programming online



**Linear (Traditional) TV Ad Placement Strategy**

Targeting Sellers & Buyers aged 25-64

- Top local stations in BC, Alberta, Saskatchewan & Manitoba
- High ranking local news and entertainment programming
- Multicultural programming reaching Cantonese, Mandarin, Punjabi, and Hindi in-market viewers via in-language video
- Strong reach and frequency of message to keep RE/MAX top of mind in Western Canada



# DIGITAL

## Providing Relevant Content to Sellers & Buyers



### Connecting with Consumers and Driving Leads to [remax.ca](https://remax.ca)

#### Digital Targeting Tactics:

**Branded Content (new for 2019):** Amplifying current news/features with custom written articles and posts delivered via social media and digital publications

**Podcasts (new for 2019):** Host read RE/MAX advertising on popular and Real Estate relevant podcasts in Western Canada

**In-game (new for 2019):** Adding a video touchpoint in EA games to reach First Time Home Buyers

**In-app (new for 2019):** RE/MAX messaging displayed in high ranking apps delivering frequency of message, keeping RE/MAX top of mind

**Search Engine Marketing (SEM) (new for 2019):** Using keyword search ads to reach an in-market audience and ensuring top ranking placement of RE/MAX messaging on Google search engine

**Digital Audio:** Targeting First Time Home Buyers on the streaming service *Spotify*

**Programmatic Native:** Sponsored ads that live within the content on a webpage delivering a seamless user experience while communicating the RE/MAX campaign message

**Display:** Display ads served programmatically using look-a-like audiences, 3<sup>rd</sup> party data, keyword, topic, contextual and interest targeting

**Social Media:** Amplifying newly produced content and tactical topics to reach Sellers and Buyers on social media; driving traffic to [remax.ca](https://remax.ca)

**Re-targeting:** Targeting users who have visited [remax.ca](https://remax.ca) but have not converted yet. This tactic further nurtures the prospect and helps drive leads





# SPORTS MARKETING

## Reaching Sports Fans across Western Canada

<ul style="list-style-type: none"> <li>• Full-time Corner-ice rinkboard</li> <li>• LED Power Ring and Score Clock</li> <li>• "RE/MAX Move of the Game" online sponsorship</li> <li>• Game Night Sponsorship</li> <li>• Ads on canucks.com</li> <li>• Gameday magazine ads</li> </ul>	<ul style="list-style-type: none"> <li>• Rinkboard &amp; Concourse sign (1/3 of game)</li> <li>• 50/50 Sponsorship with LED power ring</li> <li>• Ads on calgaryflames.com</li> <li>• Giant 8x16 backlit sign</li> </ul>	<ul style="list-style-type: none"> <li>• Rinkboard and TV Timeout sponsorship (1/3 of game)</li> <li>• 50/50 sponsorship including LED power ring promotion, tickets, apron logo and more</li> <li>• Ads on edmontonoilers.com</li> </ul>	<ul style="list-style-type: none"> <li>• 10 second custom RE/MAX billboards running on TSN 3</li> </ul>
<b>Vancouver Canucks</b> 	<b>Calgary Flames</b> 	<b>Edmonton Oilers</b> 	<b>Winnipeg Jets</b> 



RE/MAX is the Official Real Estate of the WHL supporting the WHL in 17 Western Canadian cities and towns.

Sponsorship Includes: full-time rinkboards, in-arena videos, [Don Cherry themed games](#) supporting The Kidney Foundation of Canada in each city – one per market.



Vancouver Whitecaps sponsorship Includes sponsor nights, concourse activations, pitch side advertising and LED Power Ring ads.



RE/MAX is proud to support Curling Canada and the four tournaments being held across Canada. The partnership includes LED rinkboards, hack and scoreboard signage, online ads, logo representation, online newspaper ads and much more!



## OUTDOOR/TRANSIT/RADIO

### Building Awareness to Sellers & Buyers on the Go

Transit including Skytrain wraps, full bus backs, and bus sides as well as radio ads in local Western Canadian markets including Vancouver, Victoria, Winnipeg, Saskatoon, and more\*.