

FoxP2 helps put Property24 first

Five months after launching its "Find Your Perfect Home" campaign, Property24 has overtaken the competition to officially become SA's leading property website and publisher.



Together with the online campaign, the Wishing Well/Bachelor Pad/Intelligent House TV ads drove people to the Property24 website and saw the monthly unique browsers, page impression and leads sent to estate agents increase significantly.

Says JP Farinha, GM of Property24, "Obviously there are a number of factors at play, but to see the monthly unique browsers increase by over 200 000 during the campaign was incredible. Equally impressive was to see the monthly page impressions increase by 10 million and the monthly leads by 170 000.

Ecstatic

To say we're ecstatic is an understatement. We called on FoxP2 to bring something different to the table and the results speak for themselves. The challenge now is to build on this success and take the brand to the next level."

Conceptualised by Ryan Barkhuizen and Simon Lotze, the TV campaign was directed by award-winning director Pete Pohorsky of Plank Films. Says FoxP2 executive creative director, Justin Gomes, "We knew for the campaign to be successful, we needed to deliver the Find Your Perfect Home message in a surprising way that cut through the clutter.

"It's great to see consumers visiting the website on this scale, but equally encouraging is consumers now have an emotional connection with the brand after one campaign. When people think of buying or selling their homes, they'll think of Property24."



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