



Brand Advertising That Works

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Structure (This slide will not appear in final)

- Lifestyle Brand
- What's Brand Advertising
 - Traditional
 - New Media
- How you know when it works
- Top 5 Lessons Learned at BHGRE



EVERYTHING BUILT ON THE BRAND PROMISE

Though the marriage of a **leading lifestyle media brand** and **the world's largest real estate company**, Better Homes and Gardens Real Estate is **changing the business of real estate**.

A holistic combination of **passion for the home** and a **practical business-driven** approach ensures **brokers, agents and consumers** benefit uniquely from **innovative technology, robust business systems, advanced tools and enhanced consumers information access** to create:



EXCEPTIONAL REAL ESTATE EXPERIENCES

SO WHAT'S A LIFESTYLE BRAND?

TRADITIONAL BRAND



Functional Benefit
Commodity Features
Often competes on price

LIFESTYLE BRAND



Values and Aspirations
Design, Identity, Image
Vehicle for Self Expression

BRAND ADVERTISING : NOT SELF PROMOTION



CONNECTING TO THE AUDIENCE

find

We know what you are looking for.
More than just listings at www.bhgrealstate.com

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come in

make yourself at home

We invite you into our house to get ideas for your home.
Homes for sale and much more at www.bhgrealstate.com

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make it your own

Homeownership is more than just buying and selling.
Homes for sale and much more at www.bhgrealstate.com

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BE DIFFERENT BUT RELEVANT



Better Homes and Gardens REAL ESTATE

vases loaded

Home staging & selling videos at your finger tips online.


Staging your home for a quicker sale may not be on your mind right now, but what about during commercial breaks? Use your mobile device to access the latest home run hits and tips to knock it out of the park at your next open house. Let our experts show you simple room by room ideas that can give your home an advantage with buyers.

Go to: www.bhgrealstate.com/homebase

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THE OFFICIAL GAME PROGRAM OF THE ALCS, NLCS, AND THE

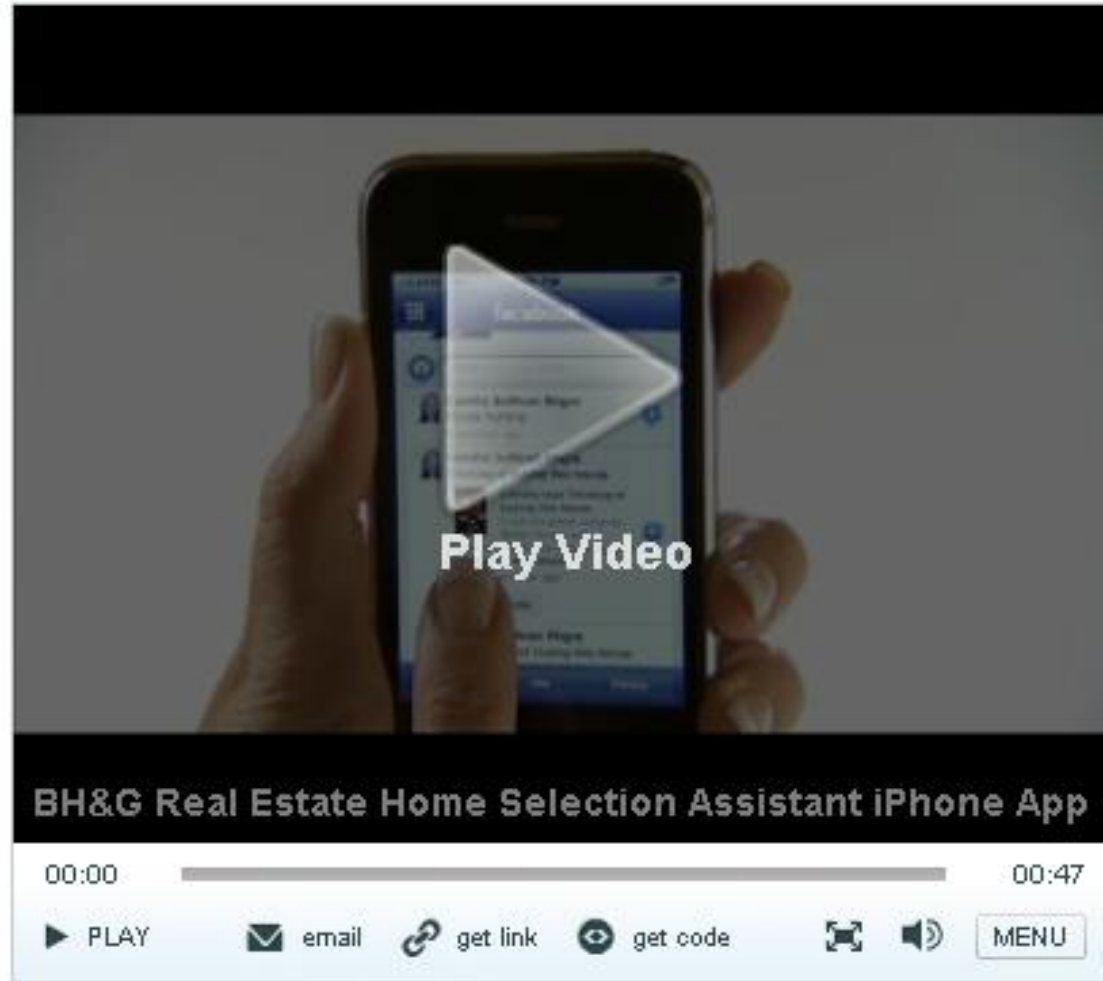
WORLD SERIES 2009



THE OFFICIAL GAMEDAY MAGAZINES OF MAJOR LEAGUE BASEBALL'S MARQUEE EVENTS

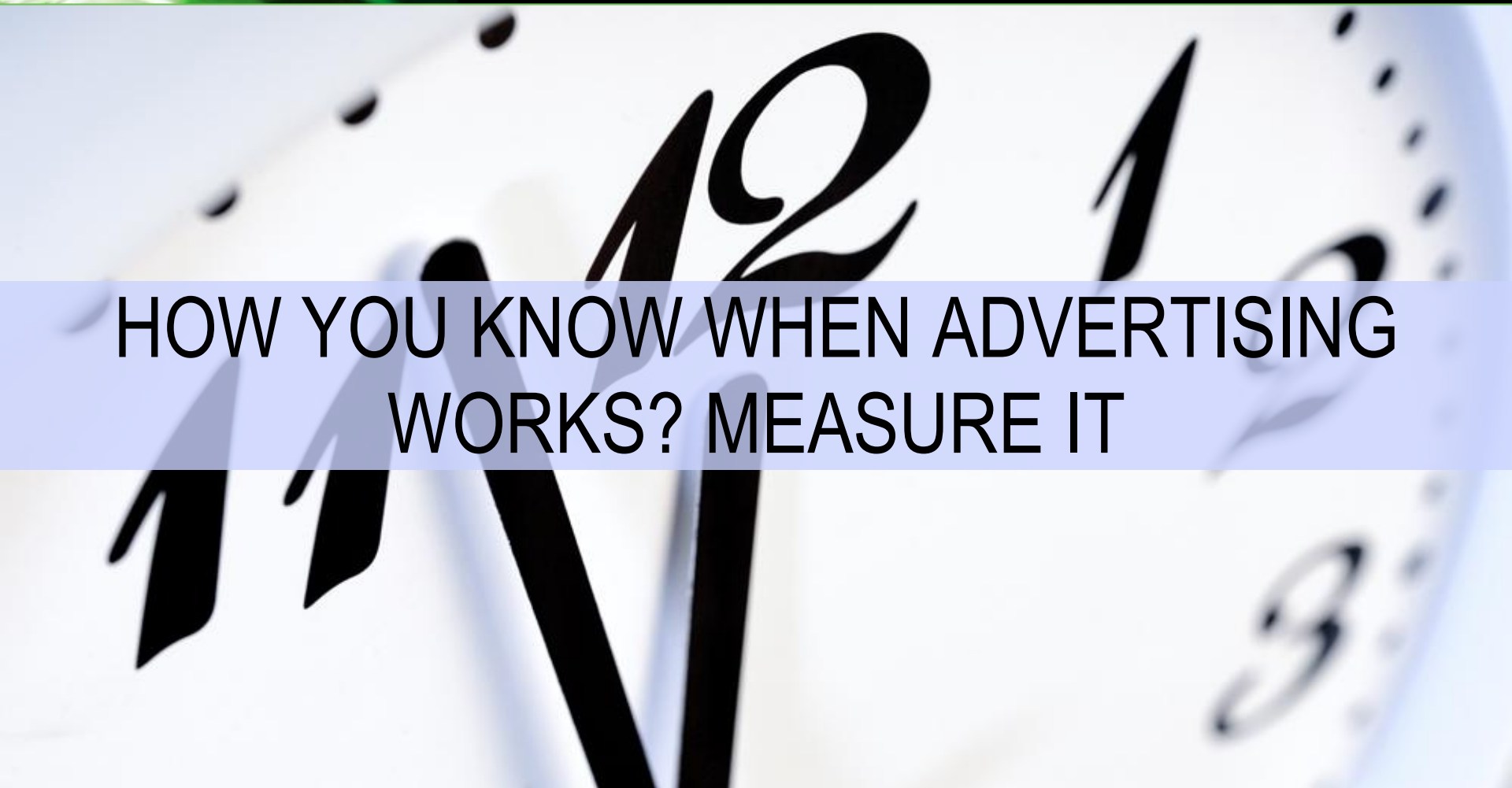
**World Series Ticket
Giveaway
Twitter + Baseball + Real
Estate**

iPHONE APP – EXPERIENTIAL ADVERTISING



APP DESIGN MUST ALIGN WITH CONSUMER EXPERIENCE

(What it does) Feature	(Why consumers care) Benefit
1. The app captures the location a photo was taken during your home search....	...so that you can that you can keep them (all your photos) organized.
2. The app tells you all about the neighborhood matching a photo's location.... so that you can make a smarter and more informed home selection.
3. The app enables seamless photo sharing through Facebook and email...so that you can get your friends' opinions on the houses you look at.
4. The app allows you to organize your photos by room type...so that you can compare different potential homes quickly by common features.
5. The app allows you to score albums and photos on the fly... so that you can make a smarter home selection later.



HOW YOU KNOW WHEN ADVERTISING WORKS? MEASURE IT



ADVERTISING MEASURES OF SUCCESS

- Brand growth stats
- Web success stats
- iPhone download stats

- To be completed in easy to read charts



OUR TOP 5 ADVERTISING LESSONS LEARNED IN 2009

Top 3 2009 LESSONS LEARNED

BRAND PLATFORM IS CRITICAL

SHARE OF VOICE – MORE THAN EVER

AESTHETICS APPEAL TO EMOTION
WORDS APPEAL TO RATIONALITY



QUESTIONS AND ANSWERS!