



# Anthony Marciano

## How a Local Real Estate Agent Used Supermarket Advertising to Build Brand Awareness and Recruit Agents

### PROJECT OVERVIEW

Independent real estate agent and broker, Anthony Marciano, came to us seeking to grow both residential sales, and agent recruitment for his brokerage office.

The agent had two primary goals:

- 1. Increase listing and buyer leads within his local market.
- 2. Recruit experienced and newly licensed agents to join his office.

### CHALLENGE

The local real estate market was highly competitive, with agents competing for attention across digital platforms, direct mail, and community events.

Recruiting agents presented an additional challenge because many agents were already affiliated with competing brokerages and were difficult to reach through traditional recruiting channels.

The agent needed a marketing solution that would:

- Generate consistent local visibility
- Build personal brand recognition
- Reach homeowners and prospective agents
- Deliver repeated exposure without the high cost of digital lead generation



### SOLUTION

We created a full campaign including shopping cart advertising, full banner Welcome Center and BrandBar register dividers. This was a multi-component in-store program with multiple touch points allowing his brokerage and recruiting messages to reach shoppers along their shopper journey.

Advertising was placed in the market located within the brokerage’s primary service area.

Consumers encountered the agent’s message during routine weekly shopping trips, increasing familiarity and trust. This was a 52-week program allowing the ad message to build awareness overtime.

- Estimated impressions: over 2.0 million annually
- Reach: Approximately 192,00 local shoppers per month
- Significant increase in name recognition within the target market

