



**160,000**

**Impressions delivered**

**350**

**Click through to website**

**5,915**

**Facebook users reached**

## Crest Nicholson

### ABOUT

UK-wide property developer Crest Nicholson were looking to promote their latest development; The Apex Apartments in Crawley.

### CHALLENGES

The focus of the campaign was the attractive pricing of the 1 & 2 bedroom apartments, their handy location in Crawley town centre and the ability to purchase via the Help to Buy scheme.

Crest Nicholson were looking to combine the very best of the audience on our own LOCALiQ network, additional reach out-with our sites and back it up using social media.

### SOLUTIONS

- 40,000 skin impressions
- 20,000 on-site premium impressions
- 100,000 off-network impressions
- Facebook post

### RESULTS

The campaign achieved well over 500 clicks through to Crest Nicholson's website via display and social media.

#### Target audience:

- First time buyers aged 25-40
- Interested in Help to Buy
- 5 mile radius of Croydon

**Client was extremely happy with the success of the campaign and how the campaign was managed from start to finish.**

**Customer is in ongoing negotiations for other sites in 2019.**