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StreetEasy Debuts New Advertising Campaign in New York City

NEW YORK, Feb. 17, 2016 /PRNewswire/ -- StreetEasy®, New York City's leading real estate marketplace, debuts a new advertising campaign today, titled "Find Your Formula."

Through a series of illustrations, the out-of-home campaign depicts the give and take involved in finding a neighborhood and home in New York City that best fits a renter or buyer's budget, needs and lifestyle. Each illustration is formatted as a mathematical equation and parodies the trade-offs and decision-making process that characterize a NYC home search, with solutions powered by the comprehensive, NYC-centric search criteria buyers and renters can find on StreetEasy. The series is a mix of long and short pictorial formulas, some featuring engaging, detail-rich scenes, with others showing simple equations with only one or two elements.

"When it comes to New York City real estate, there's an old adage that usually comes into play: cost, location, or size - pick two. There isn't an absolutely perfect living situation in this city, and if you prioritize one thing, that usually means you have to give something else up," said Susan Daimler, general manager of StreetEasy. "Recognizing these unique NYC trade-offs and that every buyer or renter is different is what this campaign is all about. It's all a matter of finding what works for you, and StreetEasy's breadth of listings, vast amenity search criteria, and unparalleled database of information will help you get there."

This is StreetEasy's second advertising campaign, following the company's successful debut in 2015 with "[Live As You Please](#)." Similar to the first campaign, "Find Your Formula" will appear throughout the city with a focus on placements where New Yorkers spend most of their time: on the streets and sidewalks, in subway stations, subway cars, buses and taxis. The campaign rolls out this week and will continue through the spring shopping season.

"Find Your Formula" was created by Office of Baby. A sampling of different illustrations included in the StreetEasy campaign can be found at streeteasy.com/blog/find-your-formula-campaign/ and will be discussed using #FindYourFormula on social media.

About StreetEasy:

StreetEasy is New York City's leading local real estate marketplace on mobile and the Web, providing accurate and comprehensive for-sale and for-rent listings from hundreds of real estate brokerages throughout New York City and the major NYC metropolitan area. StreetEasy adds layers of proprietary data and useful search tools to help home shoppers and real estate professionals navigate the complex real estate markets within the five boroughs of New York City, as well as Northern New Jersey and the Hamptons.

Launched in 2006, StreetEasy is based in the Flatiron neighborhood of Manhattan. StreetEasy is owned and operated by Zillow Group (NASDAQ: Z and ZG).

StreetEasy is a registered trademark of Zillow, Inc.

About Office of Baby:

Office of Baby is an advertising agency based in New York City. Current clients include StreetEasy, Comcast, Capsule and ZocDoc. We are full service agency - offering creative, strategy, media, design, production, plus a growing dedication to Virtual Reality. We specialize in creating advertising which hopefully is not a slimy, bubbling, abomination upon the earth. If you are interested in that type of thing visit officeofbaby.com for more.

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