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StreetEasy Debuts First-Ever Advertising Campaign in New York City

NEW YORK, March 17, 2015 /PRNewswire/ -- Today, StreetEasy®, the leading New York City real estate marketplace, is rolling out its first-ever print advertising campaign, titled "Live As You Please."

Through a series of illustrations, the out-of-home campaign depicts how challenging it can be to find a home in New York City and how StreetEasy's search tools and amenity filters make the process easier for both buyers and renters. Each illustration is framed within a floor plan, a feature central to New York City real estate, and shows relatable living scenarios. The series is a mix of engaging, detail-rich scenes as well as other formats using quick, humorous slogans about real estate in the city. For example, featured slogans include, "The only bad thing about a walk-up is every single step" and "Is it still a bedroom if the bed doesn't fit?"

"Every New Yorker can relate to the insanity of the city's real estate environment and how challenging it can be to find a home," said Susan Daimler, StreetEasy General Manager. "In this diverse city, buyers and renters have very different needs and want to live as they please. The campaign shows that StreetEasy brings much needed rationality and empathy to the process."

"Live As You Please" begins running today and will continue through the spring shopping season. The campaign 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 and taxis.

In addition, a pinnacle of the campaign will be a to-scale, hand-painted mural that will take over the side of a building on the corner of Lafayette and Prince Streets in Manhattan's SoHo neighborhood.

"Live As You Please" was created by [Goodby Silverstein & Partners New York](#). A sampling of different advertisements included in the StreetEasy campaign can be found at streeteasy.com/blog/streeteasy-ad-campaign.

About StreetEasy:

StreetEasy is New York City's leading local real estate marketplace on mobile and the Web. It provides, New Yorkers and anyone shopping for real estate in NYC, 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 goes deeper than any other source, offering New York-specific information with 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).

StreetEasy is a registered trademark of Zillow, Inc.

About Goodby Silverstein & Partners:

Goodby Silverstein & Partners is one of the world's most respected and most awarded advertising agencies. GS&P is headquartered in San Francisco and opened an office in New York City in 2013. GS&P New York serves clients such as Comcast/XFINITY, the New York Post, Rock the Vote and StreetEasy. GS&P San Francisco serves Frito-Lay, the California Milk Processor Board ("got milk?"), Adobe, Cisco, SONIC Drive-In and others. GS&P is part of the Omnicom Group.

(ZFIN)



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