
News from



CONTACT: Becky Morse
Marketing Manager
HER Real Living
614-273-8403
becky.morse@realliving.com

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Real Living Kicks Off Home Selling Season with Super Bowl Spot, Hot New Ad Campaign

'Walking lady' helps real estate firm grab attention, drive sales, build brand

Columbus, Ohio (Feb. 4, 2005) – Each year, the Super Bowl doesn't just mark the end of football season, but the beginning of the home selling season. And, the Super Bowl is also the time the nation's coolest companies launch their hottest new ad campaigns.

That's why Real Living, the largest real estate firm in the Midwest, is kicking off its cool new 2005 ad campaign – and the home selling season – by breaking new ground in local advertising.

The firm has created :10 second, live animation "walk over ads," the first of which, called Walking Lady, will debut during local programming just before (@6:00 p.m.) and immediately following the national feed of Super Bowl XXXIX this Sunday. The ads will air in two of the firm's largest markets: Northern Ohio and Central Ohio, on channels Fox 8 and Fox 28, respectively. Real Living's :30 Winter TV spot will also run immediately following the game, prior to trophy presentation.

Walking Lady features the animated, red silhouette of a female real estate agent walking across the bottom third of the TV screen, then flipping a "For Sale" sign to "Sold."

To view the Walking Lady that will air go to:

<http://www.herrealliving.com/Web/ECards/AnimationViewer.asp?EID=1220>

"This is the first of what will become a series of fun, format-breaking ads that will appear throughout 2005," said Kaira Sturdivant Rouda, chief marketing officer for Real Living. "Modeled after techniques used by the networks to promote their own shows, these 'walk over ads' will appear throughout programming, on several stations in each market throughout the year. It's taken a while to convince a local affiliate to give it a try – we're excited that several have now stepped up to the plate, and that we were able to make it happen in time for the big game!"





Grabbing Attention; Driving Sales; Building Brand

Rouda said that statistics show that nationally, approximately 40% of all U.S. households will have an opportunity to see a Super Bowl commercial. Based on historical ratings, approximately 35% of Central Ohioans and 25% of Northern Ohioans tune in to the pre-game show. Real Living's Super Bowl ads are conservatively expected to reach more than 700,000.

"The point of advertising is to break through the clutter," said Rouda. "Real estate advertisers have too often focused solely on marketing through yard signs and newspaper ads. We've long been committed to multi-media advertising through TV, radio and the Web. But we're always looking for ways to take it to the next level. That's why, when we started seeing the live animation ads pop up on TV a few years ago, the idea of our ubiquitous yard sign, popping up during your favorite TV shows, became quite a compelling idea. It's another way to grab attention and cut through the clutter."

Rouda also said that Real Living sees its Super Bowl ads as a great opportunity to build brand, motivate its 3,000+ Ohio real estate agents and make a big public splash right at the beginning of prime home selling season.

"We see our Walking Lady as a great way to kick off what we hope will be another banner year for Real Living," said Rouda.

About Real Living, Inc.

One of the largest independently-owned, residential real estate firms in the country, Real Living boasts nearly 5,000 sales associates and employees and nearly \$9 billion in combined annual sales with Real Living's affiliated business services. Real Living's full range of affiliated business services includes home financing, title, relocation, corporate relocation management, auctions and home warranties. For more information, or to learn more about growth opportunities with Real Living, visit www.realliving.com.

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