

REAL ESTATE

Macklowe presents luxury fit for the animal kingdom

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Macklowe Properties' residences are fit for the animal kingdom. Image credit: Macklowe Properties.

By BRIELLE JAEKEL

Macklowe Properties' 200 East 59th Street luxury building in New York is filling up its residences through a surprising campaign reminiscent of a classic film but with unlikely actors.

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The building has released a multichannel campaign that uses wild animals as its protagonists instead of humans. Set to the iconic jazz song, "I'll be seeing you," the animals are featured as residents in the building going through a regular day in New York in a film accompanied by a series of stills and campaign content.

"We felt it was a subtle way of telling the story of the building how friendly, welcoming and forward thinking it is as a residence," said Harry Macklowe, founder of Macklowe Properties, the developer of the condominium. "The terraces stretch from 22 to 35 feet long on one-bedroom apartments, from 54 to 94 feet long on two-bedroom apartments, and are an incredible 148 feet long on the full floor penthouse apartments."

Animal elegance

Elephants, tigers, zebras and giraffes are unlikely inhabitants of a luxury apartment building in one of the busiest cities in the world. But they are right at home in the campaign to tout openings in 500 East 59th Street.

A marketing film for the building has been released to push occupancies in the luxury apartments.

The spot opens with a slow pan of the building's exterior, with views of apartments seen through the windows, as the song begins.

An elephant is seen enjoying the morning view from his balcony on one of the higher floors. He is then joined by a giraffe on the floor below, who is holding the morning paper.

A group of animal statues being transported on a trailer over the bridge into New York is then featured.



500 East 59th building is fit for an elephant. Image credit: Macklowe Properties.

From there, a live giraffe is shown admiring the buildings in the city and craning his long neck to look up at their impressive heights. The giraffe is joined by an elephant on a visit to the Metropolitan Museum of Art and the American Museum of Natural History, and the two take playful tourist-style pictures together.

A giraffe is then featured in an apartment in the 500 East building, snacking on some flowers as a centerpiece on the dining room table before admiring the view from the balcony.

In the park, a group of animals including a giraffe, elephant, rhino and zebra have a picnic. Another giraffe takes a jog while a rhino waits for traffic to subside to cross the street.

The elephant is shown painting leisurely on his balcony while the giraffe lifts his neck up from below to say hello. The elephant playfully pretends to paint the giraffe's face, as he moves away just in time.

A giraffe is shown at the zoo, saying hello to the seals and enjoying the day.

Inside the building, a variety of wildlife is shown spending time together, playing games and participating in various activities including working out in the gym.

One giraffe is featured window shopping on the street, carrying a bag that resembles Herms' iconic Birkin.

An elephant gives his or her child a bath in the building's apartment.

Balloons begin floating through the sky passing by the animal residents who are located throughout the building such as on balconies and in their dining rooms.

The film ends with all the animals staring off from their balconies, until it focuses in on one giraffe. It closes with a final shot of the giraffe statue from the opening.

200 East 59th Street's animal campaign video

Real estate marketing

High-end real estate developments are taking a page from the fashion and entertainment industries to better position properties to affluent as the industry faces a surplus of open listings.

Luxury real estate has been at a standstill since there is an excess number of properties on the market compared to number of buyers. In an effort to combat this, real estate firms are looking to creative directors to better attract specific target groups ([see more](#)).

For instance, luxury real estate firm Hilton & Hyland took on a cue from Hollywood to promote its most prestigious listing.

On the market for \$100 million, the mansion named OPUS is hoping to get bids through two "seductive" trailers. The listing was located in Beverly Hills, CA and over 20,500 square feet ([see more](#)).

"The larger than life animals that star in the film also integrate the indoor and outdoor lifestyle the building offers and they give context to the scale and breadth of the living spaces at 200 East 59th Street offer with soaring 10-foot ceiling heights throughout the building and 14-foot ceilings in the penthouses," Macklowe Properties' Mr. Macklowe said.

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