

REAL ESTATE

## Hollywood legacy inspires unique real estate campaign

February 4, 2021



*Enchanted Hill is a 121-acre site listed for \$110 million. Image credit: Hilton & Hyland*

By SARAH RAMIREZ

In the world of super-prime luxury real estate, some properties require more elaborative and creative marketing campaigns.

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To promote the sale of the Enchanted Hill in southern California, brokerage Hilton & Hyland enlisted a fashion photographer to direct a dramatic film about the 121-acre trophy property. First owned by one of Hollywood's original power couples, the Enchanted Hill is currently on the market for \$110 million.

"As 2020 came to an end, I was looking for new and exciting ways to refresh real estate marketing," said Jesse Lally, estates director at [Hilton & Hyland](#) and founding member of [Forbes Global Properties](#), Los Angeles. "Thinking of the Enchanted Hill, I wanted to shoot something abstract but ethereal, similar to celebrity-driven commercials for Dior and Chanel."

### Enchanted Hills

Located in Beverly Hills, the property features five buildable lots totaling more than seven acres. It offers 360-degree views of the surrounding hills, Los Angeles and the Pacific Ocean.

Enchanted Hill was first owned by actor Fred Thomson and screenwriter Frances Marion, two stars of Hollywood's silent film era. According to Mr. Lally, the couple's friend, actor Greta Garbo, coined the estate's name.



*The original structures on Enchanted Hill were constructed in the 1920s and have since been demolished. Image credit: Hilton & Hyland*

The property is now owned by the estate of Paul Allen, the late cofounder of Microsoft. It has been on the market for some time, inspiring Mr. Lally to think creatively about how to promote the Enchanted Hills.

Hilton & Hyland tapped American photographer Tony Duran to helm the Enchanted Hill film.

"After reconnecting with Tony Duran, I knew his artistic vision would be perfect to develop a concept for the new campaign to help us sell this undeveloped plot of land by cross-branding not the real estate world but film and fashion and music," Mr. Lally said.

"His concept was to blend-in references of some of the great midcentury films in a modern and exciting fashion driven experience to use imagery and imagination to create a viral video that would grow to reach the younger tech generation that are buying some of the great estates in Los Angeles today," he said.

Mr. Duran has photographed numerous celebrities, including Jennifer Lopez, Beyonc, Tom Cruise and Brad Pitt, and his work has appeared in *Vogue*, *Elle*, *Esquire* and other leading publications.

The campaign, which takes inspiration from the classic film *The Wizard of Oz*, is available in two different cuts.

The one-minute short begins in black-and-white. A young woman is seen being driven up to the Enchanted Hill, and aerial shots show the scope of the property.

"The path to an extraordinary life is winding," a female narrator says. "Let the legends of the Hills guide you."

The woman fills the role of Dorothy, and she is later joined by contemporary counterparts to the Scarecrow, Tin Man and Cowardly Lion. Though much of the Enchanted Hill remains undeveloped, the group is seen walking through the property's tunnels and some of the flat lots.



*A screenshot from the Enchanted Hill film by Tony Duran. Image courtesy of Hilton & Hyland*

As they arrive to one of the Enchanted Hill's vistas, the film becomes colorized to signify the endless possibilities for the estate.

The five-minute film elaborates on similar themes, showing more archival footage and recreations of the property's early history. The protagonist is also seen lounging by a pool and being attended by a group of assistants before making the journey to the Enchanted Hill.

By referencing Old Hollywood, Mr. Duran's work also nods to the history of the Enchanted Hill itself while keeping

an eye to its future potential.

"Beverly Hills has some of the greatest estates in the world; some gone, but not forgotten," Mr. Lally said. "I think it's important to know where you've been before you see where you're going."

#### Creative marketing

Brokerages will turn to experimental strategies to market unique or unusual properties, particularly if they have lingered on the market.

While real estate auctions are often associated with foreclosures and other troubled properties, a number of firms have proven that the format is also effective for finding luxury buyers. In one case, a South Florida home found a buyer and was under contract within 48 hours of the auction being promoted, with an agreed-upon sale price of \$3.1 million ([see story](#)).

In 2018, one couple made their British country mansion the grand prize in what was reportedly the first global luxury house competition.

Millionaire Mansion sold contest tickets for the four-bedroom estate, which sits on 10 acres in Devon, England. The winner also received a small cash prize, a Rolls-Royce vehicle and housekeeper and gardener services ([see story](#)).

For Enchanted Hill, Hilton & Hyland embraced a new narrative.

"If you can find yourself connecting to a story, to the subtle hints of things you recognize or that make you want to investigate further, it makes you more engaged," Hilton & Hyland's Mr. Lally said. "In a world of swiping and clicking, you have to find a way to captivate."

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