

REAL ESTATE

Douglas Elliman debuts aspirational multichannel campaign

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Douglas Elliman is encouraging clients to find a luxury home that suits their personalities Image credit: Douglas Elliman

By SARAH RAMIREZ

Real estate brokerage Douglas Elliman is encouraging clients to redefine "home" on their own terms with a new multichannel campaign.

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The "Next Move is Yours" campaign was produced in partnership with Grey New York, the brokerage's agency of record. Content will roll out across several media platforms, targeting affluents who are on the move during a booming pandemic-era real estate market.

"This campaign was really inspired by our clients, their needs and their aspirations," said Scott Durkin, president and chief operating officer at Douglas Elliman, New York. "We wanted to create beautiful, eye-catching, tongue-and-cheek advertisements of inspirational properties.

"The idea is, no matter what type of home our client might have in mind, Douglas Elliman will be able to find it for you," he said.

Making the next move

Last spring, Douglas Elliman tapped Grey to lead the firm's rebranding ([see story](#)). The agency introduced a new logo and tagline, "The Next Move is Yours," which is at the heart of the multichannel campaign.

The campaign will be seen on television and streamer Hulu, digital and print publications, social media and targeted out-of-home advertising. It is expected to record more than 40 million impressions.

The new Douglas Elliman campaign showcases different luxury homes

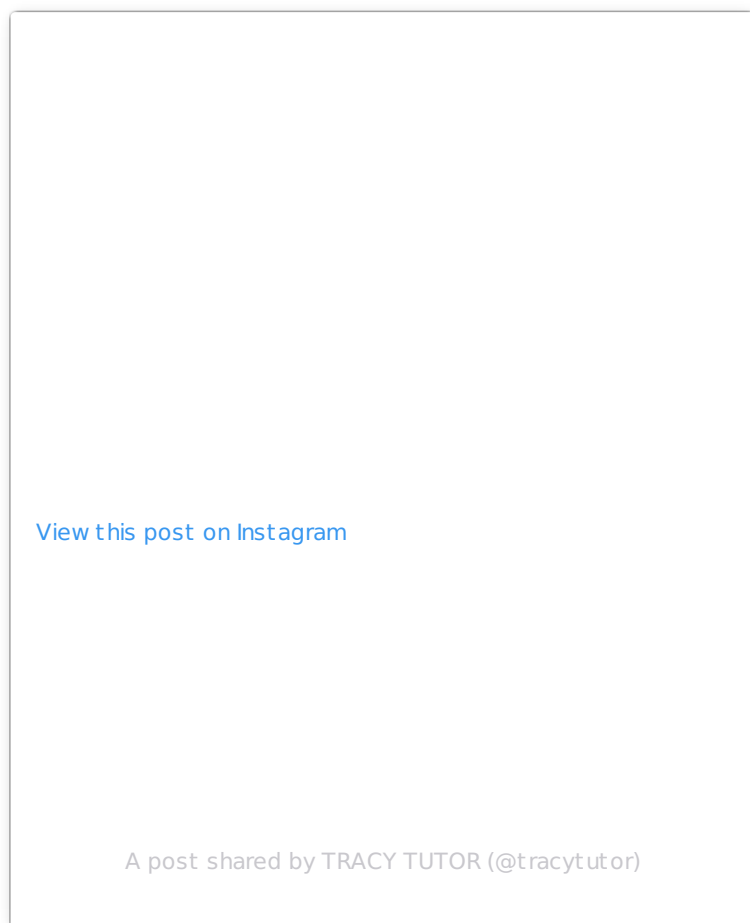
A hero film offers a quick overview of the different homes and markets that Douglas Elliman specializes in. A montage is set to an upbeat score, with text telling viewers "if you can imagine it, we can find it."

Shorter videos feature a select type of luxury home, alluding to clients' individual priorities, preferences and lifestyles all of which influence their decisions in the home buying process.

For instance, "A Yard Big Enough For the Kids" shows a house with a lush lawn adorned with hydrangea bushes. For

a whimsical touch, two llamas stroll the grounds and even wink at the camera.

"The Coast is Clear" showcases a modern home with a pool that overlooks the ocean, while "A View With a Room" highlights the New York City skyline. Other shorts highlight call attention to a home's dramatic entrance and another property's glamorous pool.



Celebrity real estate agents teased the campaign

Douglas Elliman also tapped celebrity and influencer agents, including Million Dollar Listing's The Altman Brothers and Tracy Tutor, to promote the campaign with the hashtag #TheNextMoveIsYour.

Real competition

The Douglas Elliman campaign launches at a time when the luxury real estate market has seen strong growth as affluents have been able to build their wealth and have added flexibility amid the pandemic.

Expansive single-family homes in locations that offer more space, freedom and less population density will likely remain highly attractive to high-net-worth and ultra-high-net-worth individuals ([see story](#)).

Inventory, however, remains tight as the market remains competitive and buyers gravitate to more lavish properties.

According to panelists at the State of Luxury Real Estate eConference on Jan. 14, competition for luxury buyers has become global as digital transformations accelerated by the pandemic have made affluents more mobile. Growing demand for high-end real estate amid low inventory can create an opportunity for emerging markets and developers ([see story](#)).

Brokerages are also competing to work with buyer and sellers.

"Something we learned over the whole process of creating this new campaign, particularly from the research phase, is that Douglas Elliman has a well-established, well-received brand," Mr. Durkin said. "We wanted to protect the legacy of Elliman and build on its heritage with this refresh and new tagline, The Next Move is Yours."

"We're empowering our customers while showcasing stunning properties, which feels unique and authentic to our brand," he said.

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