

Best Digital Campaign:

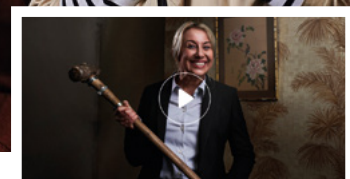
WHY DO UP IF YOU CAN BUY NEW?



An unprecedented bid for a share of the 86% of UK housing transactions that are in the second hand market; using a series of original and humorous videos to persuade them to avoid the pain of renovation and buy a brand-new Redrow home instead.

“The breadth of demographic and behaviour targeting, as well as ad formats offered across Facebook, Instagram, Pinterest, YouTube, true native and programmatically-bought display, is a classic but ideal combination of channels to achieve our objectives. We have incorporated both prospecting and retargeting elements to the campaign, use of static and animated display, as well as video and long-form content across true native to deliver a true omni-channel approach.”

Lyle Kercher, Space & Time Media, acting for Redrow

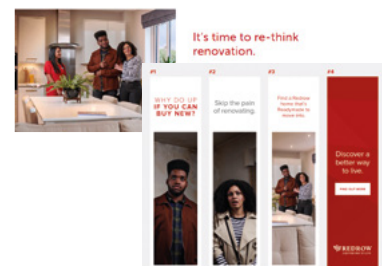


WHY DO UP IF YOU CAN BUY NEW?

We all want more living space. But is knocking down walls the right solution? Ripping out an old kitchen could mean takeaways on a makeshift table for months. An extension could mean extended deadlines. And let's not even think about having to discover in the kitchen sink while the new bathroom is being built.

Skip the pain of renovating. Discover a better way to live.

[Find your new home](#)



6.75m

digital impressions
in less than two months

193,528

video views

36,376

clicks across
campaign channels

90seconds

average time per user
spent on true native content



Why do up?
If you can buy new?

[View our homes](#)



Why do DIY?
If you can buy new?



Why go through the pain?
If you can buy new?



Find a better way to live.
with a Redrow home.

Watch the advert: redrow.co.uk/whydoup

 **REDROW**
A BETTER WAY TO LIVE