

2016 Consumer Communications Committee Meeting

REALTORS Conference & Expo in Orlando

by Mary Splichal

Friday, November 4, 2016 - 9:00 am to 11:00 am

The meeting started off with a State and Local Advertising Round up. The first commercial they played was the Bismarck-Mandan board commercial starring Nancy Deichert! They also played commercials from places like MN, New Jersey and Massachusetts.

The Social Media Advisory Board will be dissolved and incorporated back into the Consumer and Member Communication Committees. A PSA style distracted driving campaign from the NorthstarMLS® in Minnesota is available with generic branding for use by other associations. This may be something we should discuss at our next NDAR meeting

New ad campaign assets will become available in mid-December. It will be powered by Saepio (owned by Brand Muscle Co). The new Ad Center will be available to state and local members. It is supposed to be easier to navigate and will have 200-300 assets available to download. It will have a Cart feature which will allow for bulk downloads. The website for this new Ad Center is: www.NAR.REALTOR/ADCenter. Associations will have access to customize ads, but it will not be available to agents.

The Arnold company discussed the current GET Realtor ad campaign. The top performers were the commercials with acronym memes, #TBT, Greeting Card Facebook posts, DIY videos and REALTOR Hacks (how to get your home ready for the market with before and after shots). They reported traffic to House Logic was 1.7 million and there were 13.5 million visits overall.

NAR ads or articles were also in The Onion, Fortune, and Buzz Feed (I was one of the featured agents in the Buzz Feed article).

The Modern Family ad campaign is going well, but people who are familiar with the show get the message better. This campaign will go through May 2017. Once that campaign ends, they will begin to focus on a theme of "REALTORS bring an Unflinching Optimism" to the buying and selling process. House Logic will still be a platform and they will still be using the GET Realtor program.

A special "Thank You" to our NDAR leadership for the supporting our NAR committee members through the travel grant program. This will be my last year on this committee after serving on it for many years. It has been a pleasure to attend these meetings on your behalf!