

# YOPA

‘Smooth Move’

## Background

- With the UK housing market flatlining for the last 12 months, homeowners were looking to hybrid estate agents to salvage their asking price deflation by paying lower commission compared to traditional high-street agents.
- In a competitive hybrid market, Yopa’s key challenges for the year were to increase brand awareness and improve first choice consideration.

## Plan

- To generate brand familiarity through high levels of reach and frequency, Yopa opted for a fully rounded AV plan – running across TV, VOD, Adsmart and Cinema - with additional support in key press titles.
- Cinema played a crucial role in the mix with it being one of only two mediums (the other being VOD) which indexed positively across all Yopa’s four key audience sub-segments – providing a key opportunity for the brand to engage and have an impact on all of its target audiences.
- To maximise cinema across the whole campaign period, Yopa opted for an Adult AGP in the chosen test regions (North East and Yorkshire), delivering 4.9m industry wide admissions in quality blockbusters including *Captain Marvel*, *Us* and *Avengers: Endgame*.

## Results

- Post-campaign results demonstrated that the strategy had worked successfully – Yopa witnessed a significant uplift in brand awareness and this helped Yopa claw back market share as the only hybrid agent to show gains in brand saliency in the North East and Yorkshire regions.
- The growth in saliency also had a positive effect on consideration, driving Yopa’s first choice metric.



## Campaign Details

Sector	Housing
Target Audience	ABC1 Adults
Package	ABC1 Adult AGP – North East & Yorkshire
Creative Agencies	Mother
Media Agency	Manning Gottlieb OMD
Duration	30” + 60”