

WE ELEVATED BRAND PRESENCE AND WEB TRAFFIC FOR HUNNEMAN REAL ESTATE

Hunneman, one of New England's oldest & largest independent commercial real estate firms, launched a high-impact IRL & mobile campaign to elevate brand presence & position itself as a trusted alternative to larger global CRE powerhouses. The campaign showcased its full breadth of services while using a mix of creative messaging to support brand awareness, recruitment, & key service lines like leasing, financing, & asset management. By combining premium billboard placements with targeted mobile extensions, Hunneman strengthened visibility among key decision-makers across Greater Boston.

STRATEGY & EXECUTION

- **Market:** Boston
- **Media Used:** Digital Billboards, Commuter Rail Interiors, Programmatic (DDA), Mobile
- **Target Audience:** Boston-area C-suite executives and commercial real estate decision-makers

OUTCOME

- **Brand Awareness Lift:** Organic search traffic surged +82.17%, proving OOH drove brand curiosity
- **Increased Web Traffic:** Direct web traffic increased +58.9%, showing strong name recognition
- **Mobile Impact:** Generated 4,410 clicks on 1.1M IMPs, producing a 0.4% CTR - +167% above the industry benchmark
- **Press & Awards:** Campaign featured in The Boston Globe & named 2026 OAAA Case Study Contest finalist.

SOURCE: GROUNDTRUTH, HUBSPOT

DISCLAIMER: OF COURSE, THE RESULT OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE

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RESULTS

+82%

INCREASE IN ORGANIC SEARCH

+58%

INCREASE IN DIRECT WEB TRAFFIC WITH 87 "CONTACT US" FORM SUBMISSIONS

167%

ABOVE AVG MOBILE CTR DELIVERY

