

HAMMERFY YOUR HOME

"Hammerfy Your Home" combined music, nostalgia and a legendary artist to increase consumer engagement and drive traffic for the home shopping marketplace Trulia.com.

Trulia's challenge: Make home searching more fun for consumers 25-45 while driving traffic to Trulia.com.



INSIGHT

How do we capitalize on the one aspect of the home search that's remained virtually unchanged for years: The written description that accompanies every home/apartment listing.

The answer was to use nostalgia and celebrity to bring the home-buying process to life in a fun and sharable way.

THE IDEA

"Hammerfy Your Home" enabled users to create a custom music video to describe the house of their dreams with the help of legendary rap artist MC Hammer.

Each video is not only shareable, but unique. Several friends could share a video through social media without ever seeing the exact same result.

CASE STUDIES OF DISTINCTION

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IGNITION

Activation/Tactics

- **Celebrity:** For the program, MC Hammer created original music and rhymes that offered users more than 3,000 possible versions of the personalized video based on their selections.
- **Social:** After answering five questions about their dream home, users were automatically shown their custom video. After it ended, they could share it on Facebook, Twitter or via email with a customized URL.
- **Web:** After their video is completed, users were given the choice to mix another track with a different set of answers or begin their home search on Trulia's website.

IMPACT

- The program earned two prestigious Online Marketing Media Advertising (OMMA) awards in 2016.

