

# StreetEasy Debuts New Advertising Campaign in New York City

NEW YORK, March 10, 2017 /PRNewswire/ -- StreetEasy®, New York City's leading real estate marketplace, debuted a new out-of-home advertising campaign this week titled "Find Your Place", following the company's successful debut in 2015 with "[Live As You Please](#)" and subsequent campaign in 2016, "[Find Your Formula](#)."

"Find Your Place" showcases the array of amenities and options available to buyers and renters on StreetEasy and captures how each New Yorker's personal journey fuels their real estate search. The ads show how life experiences can dictate what people want or need in a new home, and how searching on StreetEasy can help you find it. Quippy text and wry realism are the focus of each ad, underscored by an illustrated cityscape of different home types found in New York City. These elements recall StreetEasy's previous ads, and embody the experience of any New Yorker searching for a new home.

Amenities such as "outdoor space," "laundry in building" and "doorman" are among the terms highlighted within the collection of advertisements.

"Searching for a home is a challenge and a journey, and StreetEasy offers a wide-range of New York City-centric search filters and content to help buyers and renters find the right place for them," said Susan Daimler, general manager of StreetEasy. "This campaign humorously depicts the different and ever shifting priorities that exist in a dynamic market like New York City."

Similar to the previous campaigns, this third iteration was created with Office of Baby. Ads will appear throughout the city with a focus on placements where New Yorkers spend most of their time: on the streets and sidewalks, in subway stations, subway cars, buses and taxis. The campaign rolls out this week and will continue through the spring shopping season.

A sampling of different illustrations included in the StreetEasy campaign can be found on the StreetEasy blog, [here](#).

## **About StreetEasy:**

StreetEasy is New York City's leading local real estate marketplace on mobile and the web, providing accurate and comprehensive for-sale and for-rent listings from hundreds of real estate brokerages throughout New York City and the major NYC metropolitan area. StreetEasy adds layers of proprietary data and useful search tools to help home shoppers and real estate professionals navigate the complex real estate markets within the five boroughs of New York City, as well as Northern New Jersey and the Hamptons.

Launched in 2006, StreetEasy is based in the Flatiron neighborhood of Manhattan. StreetEasy is owned and operated by Zillow Group (NASDAQ: Z and ZG).

StreetEasy is a registered trademark of Zillow, Inc.

SOURCE StreetEasy

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Additional assets available online:  [Photos \(2\)](#)

<http://press.streeteasy.com/2017-03-10-StreetEasy-Debuts-New-Advertising-Campaign-in-New-York-City>