**WARRANT REALTY**

**Background:** Warrant Realty was a Lead line call in opportunity.  The sales consultant and I went on the initial meeting with the clients. The client articulated a need for brand recognition in a crowded marketplace. I created concepts playing on their company name and their prior service as Coast Guard personnel, then presented scripts in person. The client approved the ideas on the spot.

**Reasoning:** We wanted to know if you don’t know about homeownership, Warrant Realty has classes to help you.

**Challenges:** The biggest challenge was finding a vacant home to use for production and staging. We didn’t image this would be delay the production shooting date. Michael of Warrant offered his home for the shoot.

**Favorite details:** Our actors were perfect. We used the client’s son and daughter in law as homeowners. They came to the set as a sweet couple with two kids. The litter 1 year old played with the empty boxes as 1-year old’s do

**Follow up:** The client paid for two :30 second commercials. With this campaign a :15 versions was later used in a digital campaign which yielded the highest CTR that Cox Media had earned to date.