

ADVERTISING

StreetEasy Illustrates New Yorkers' Apartment Fantasies in Hot and Steamy Outdoor Ads

Preacher moves in with a 'romantic' approach



By [David Gianatasio](#) on Feb 27 2020 - 8:45am

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Searching for an apartment in New York City is ... romantic? Even thrilling? Really?

That's the thrust of Preacher's first campaign for Zillow's StreetEasy, a real-estate platform serving the five boroughs and New Jersey.

"To bring the thrill back to the NYC apartment search, we took inspiration from pulp romance paperback covers," agency CEO and founder Krystle Loyland tells Muse.

"The rich color, bold type, cheeky copy and alluring looks" suggest the world of pulp fiction, "but we also wanted to represent today's New Yorkers with more real-life casting and styling," Loyland says. "These characters aren't the objects of desire. They're owning their fantasy, and the objects of desire are apartment amenities that all New Yorkers have entertained at some point in their home search."

The tagline is, "It's okay to look..."

For example, who hasn't tossed and turned all night, mind aflame with images of ... a larger bedroom? (Preferably with more closet space!)

Vetted &
verified
apartments
across
all five
boroughs.



Or maybe dishwashers and other appliances get you all ... "steamy."



Sigh ... there's something about a man in uniform who holds the door open for you because, dammit, that's his job.



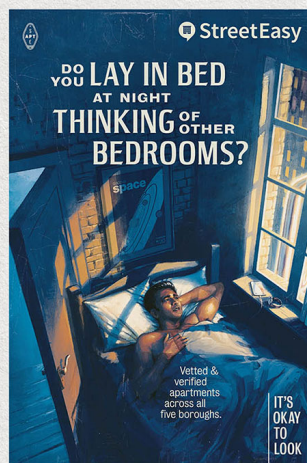
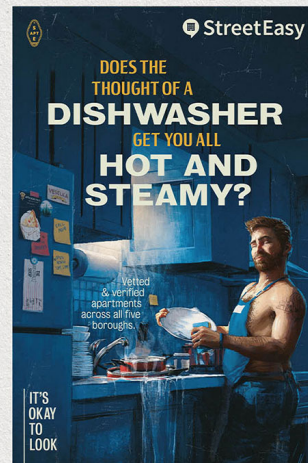
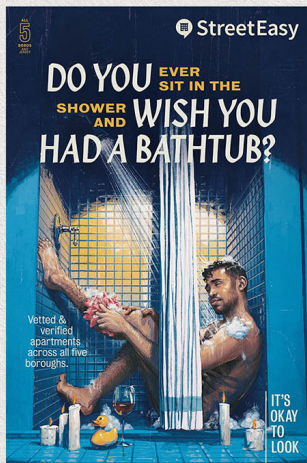
And it's no fun livin' large on your terms some.



"We at Preacher were already fans of Sam Spratt, so when we made a shortlist of artists, he was definitely on it," Loyland says. "He's a New Yorker, and he understood the playfulness of the concept instantly. His technique is built off classical oil-painting training, which gave us the beautiful hand-crafted pulp look, but his instincts helped translate that to a modern world. His style also helped us achieve a more authentic

In the main, "we found that most NYC real estate ads are selling someone else's idea of a dream life—not realizing that most of our apartment dreams are actually within reach: dog friendly, a bedroom that fits a bigger bed, or, God forbid, a washer *and* dryer," says Loyland. "Or, they're adding to our anxiety by reminding us about the lies and traps that exist in the market, rather than the romance of what could be."

Vetted & verified



Of late, real estate marketers have tried some notably creative approaches. Localize.city **promised the truth** (and nothing but!) in its

Click the thumbnails below to see more placements from the StreetEasy campaign.



"It's Okay to Look"

Client: StreetEasy

VP Marketing & Analytics: Peter Edwards

Senior Director of Marketing: Amory Wooden

Senior Manager, Brand Marketing: Andrea Mazandi

Senior Brand Marketing Specialist: Jeryl Lippe

Agency: Preacher

Chief Creative Officer: Rob Baird

Chief Executive Officer: Krystle Loyland

Chief Strategy Officer: Seth Gaffney

Brand Director: Grant Watson

Junior Brand Manager: Madison Goldston

Creative Directors: Sean Vij & Adrien Bindi

Associate Creative Directors: Maxx Delaney & Nick Troop Junior

Copywriter: Matt Klugman

Junior Art Director: Eddy Allen

Senior Designer: Anna McCaleb

Studio Director: Tamara Stoddard

Production Artist: Jenna Krackenberger

Strategy Director: Jasmine Clark

Senior Strategist: Stephen Maroda

Executive Producer: Stacey Higgins

Senior Producer: Rachel Kichler

Business Affairs: Abbi Press

Illustrator: Sam Spratt

Artist Rep: Jeff Church, Bernstein & Andriulli

Motion Graphics: Chapman Bullock

Animation Studio: Proper





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David Gianatasio is senior editor at Clío Awards.

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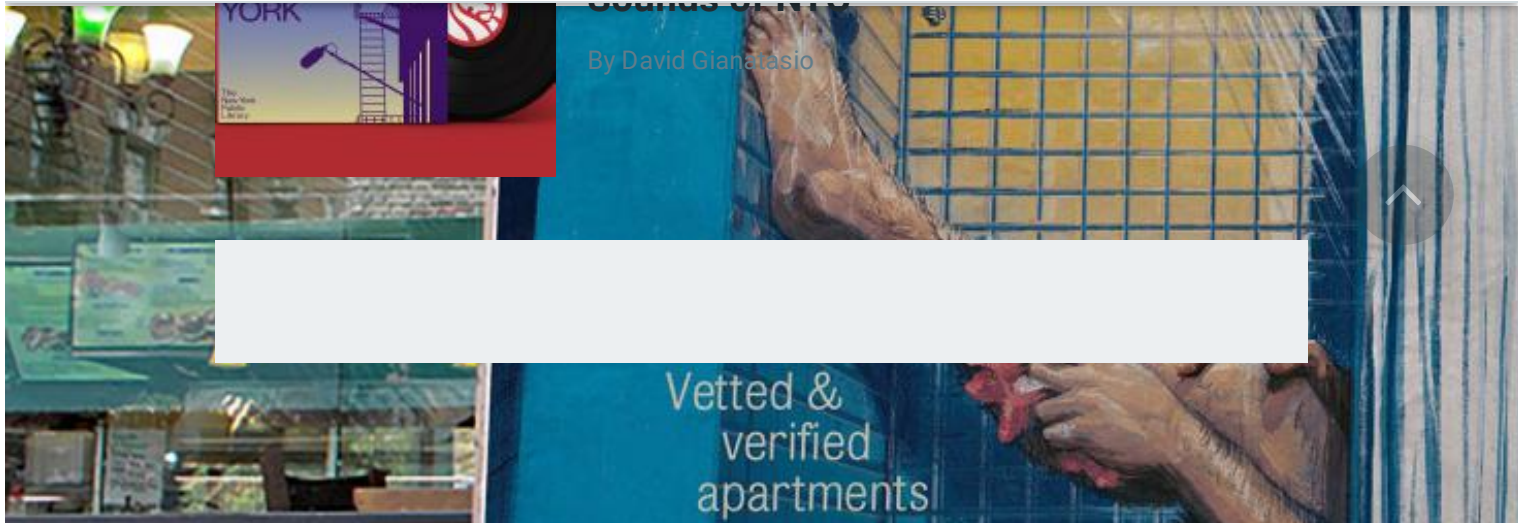
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