

## 111 MURRAY STREET

### STRATEGY

*Leverage* the design, development and sales teams to elevate the project globally and attract an array of buyers from New York, across the United States and around the world.

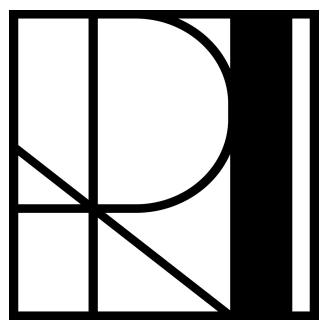
*Implement* a global public relations campaign to elevate 111 Murray Street as the premier Tribeca address.

### TACTICS

*Produce* strategic partnerships with like-minded brands in order to distinguish 111 Murray Street is able to discuss services procured by Relevance International including an in-house DryBar, specifically SkyCards via BlueStar Jets and a patisserie serviced by James Beard award-winning bakery, Baked Tribeca.







## ANALYTICS & RESULTS

Key media placements include *The New York Times*, *The Wall Street Journal*, *The New York Post*, *Page Six*, *The Financial Times HOW TO SPEND IT*, and *The Robb Report*.

Since launching sales and our public relations campaign, the project is nearly 70 percent sold.

### Reputable Publications Visitors/Month

- *The New York Times*: 84,265,050
- *Forbes*: 41,859,750
- *The New York Post*: 12,506,490
- *Curbed New York*: 1,949,490
- *New York Observer*: 1,705,050
- *New York YIMBY*: 102,750
- *Real Estate Weekly*: 70,710
- *The Real Deal*: 11,963

