

CONCIERGE AUCTIONS

STRATEGY

Position Concierge Auctions as the go-to luxury auction firm worldwide. And increase awareness of each upcoming auction and of the managing partners and their expertise.

Promote Concierge Auctions' impact on luxury sales at large, building the company brand while showcasing the benefits of auction.

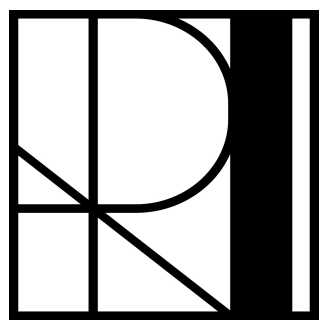
TACTICS

Implement a strategic public relations campaign to elevate awareness of the company and its auctions.

Pitch each auction to the appropriate local and national media outlets to increase exposure and generate interest. And craft press releases detailing Concierge Auctions' upcoming auctions and recent successes.

CASE STUDY





ANALYTICS & RESULTS

In just two years, Relevance New York secured more than 1,100 placements on individual auctions and the company at large spanning a variety national and local publications, including the *Wall Street Journal*, *Dwell*, *Curbed New York* and many others.

Reputable Publications Visitors/Month

- *Wall Street Journal*: 41,316,931
- *New York Post*: 13,684,705
- *CNBC*: 20,516,983
- *Architectural Digest*: 1,389,084
- *Hartford Courant*: 1,711,848
- *The Denver Post*: 3,513,356
- *Pacific Business News*: 42,347
- *Palm Beach Daily News*: 111,637
- *San Diego Reader*: 259,241

CASE STUDY

