

WALKER TOWER

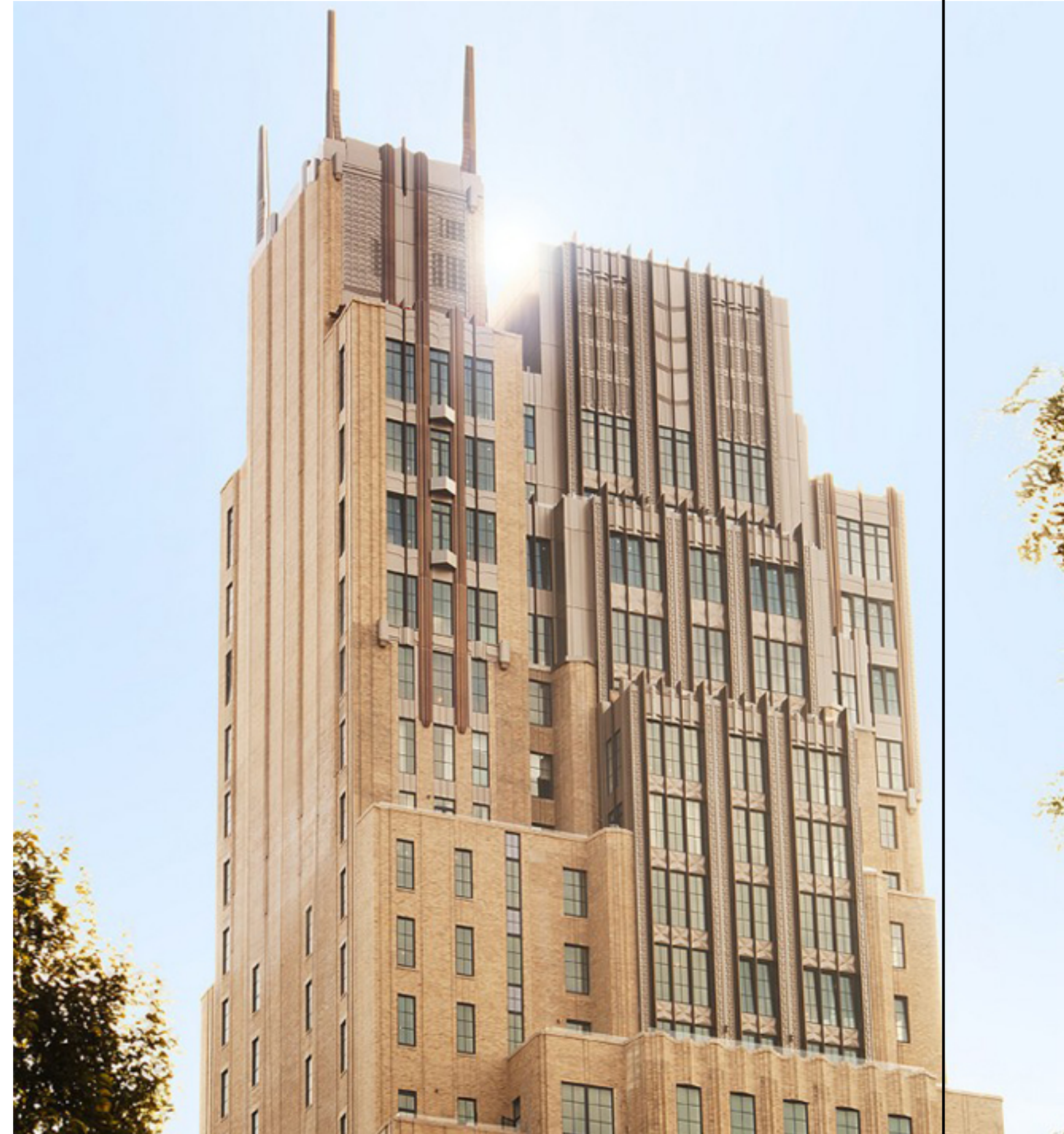
STRATEGY

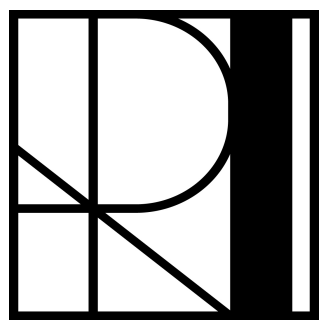
Position Walker Tower as one of the most exclusive and aspirational residential buildings to live in all of New York City.

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.

TACTICS

Implement a strategic public relations campaign to elevate and showcase the exclusivity of the penthouse residence and the caliber of people who had already bought in the building.





ANALYTICS & RESULTS

In less than a year and a half, Relevance International secured more than 200 placements on the Penthouse Collection and the building at large internationally including *Bloomberg*, *Financial Times*, *The New York Times*, *Wall Street Journal*, *New York Post*, *New York Daily News*, *New York Observer*, *Wallpaper**, *Yahoo! Homes*, *Crain's New York Business*, *Manhattan*, *GQ*, *Departures*, *Palace Magazine (Singapore)*, *The Daily Mail (UK)*, *e magazine (South American)* and more.

Reputable Publications Visitors/Month

- *The New York Times*: 84,265,050
- *Wall Street Journal*: 24,712,350
- *Curbed New York*: 1,949,490
- *New York Observer*: 1,705,050
- *BuzzBuzzHome*: 155,760
- *Luxury Listings NYC*: 57,000
- *The Real Deal*: 11,963

CASE STUDY

