

SKY

STRATEGY

Position Sky as a one-of-a-kind rental property, the largest in the U.S. with a unique amenity offering.

Increase awareness with the public, press and media, and brokerage communities to help drive leasing.

Promote listings, amenities, project highlights and other notable building successes.

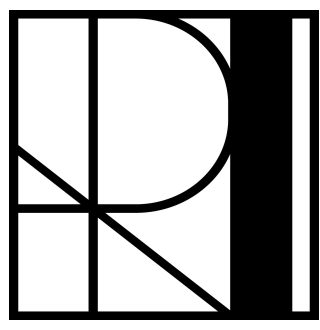
TACTICS

Craft press releases and distribute strategic exclusives. And showcase select members of the Sky team as thought leaders in the industry, coordinating journalist sit-downs and securing profile pieces.

Generate creative ideas to set Sky apart and elevate awareness, be it one-off concepts, partnerships, events, etc.

CASE STUDY





ANALYTICS & RESULTS

Over the course of 13 months, Relevance New York secured nearly 100 media placements for Sky in a number of top-tier, New York based publications including the *New York Post*, *New York Times*, *Wall Street Journal* and more.

Reputable Publications Visitors/Month

- *The New York Times*: 75,422,066
- *New York Post*: 13,684,705
- *Wall Street Journal*: 41,316,931
- *The Real Deal*: 24,111
- *New York Observer*: 3,233,515
- *New York Magazine*: 7,752,235
- *Mansion Global*: 546,208

