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## AD CAMPAIGN LINKS HOUSEHUNTERS WITH TEST-DRIVE OF A NEW CAR

 PROPERTY & CONSTRUCTION

**The Househunter Test-Drive campaign by TBWA\RAAD Dubai matches property seekers looking at classified ad site Dubizzle with a Nissan vehicle tailored to their specifications, which they can then test-drive to their home viewing.**

We have already seen efforts to make house-hunting that little bit less stressful with developments such as Finland-based [Hakema](#), a site which integrates appointment scheduling within online classified adverts. Now, [The Househunter Test-Drive](#) advertising campaign launched by [TBWA\RAAD Dubai](#) aims to help movers by combining Nissan car recommendations alongside property search results. Based on the assumption that many people seeking a home in Dubai will be property seekers flocking to the area as a result of its recent expansion, the advertising agency launched the campaign centred on the premise that house-hunters will also be looking for a new vehicle. Teaming up with Japanese automotive firm Nissan, TBWA\RAAD placed banner adverts on the property section of Dubizzle – a classified ads site serving the emirate – which used the data users entered into the property search to determine which model would be most suited to them. After factoring in family size, budget and neighborhood, visitors were presented with a vehicle match alongside their house search results. They were then able to organize a test-drive through the Dubizzle site and get picked up by a Nissan representative to try out the car on the way to their house viewing. The following video produced by TBWA\RAAD explains the concept:

The initiative ran on the site for three weeks, with some 1,200 test-drives being claimed by Dubizzle users during the length of the campaign. With positive figures such as these, perhaps this is an idea that could be developed into a long-term solution for expats and other house-hunters? Spotted by:

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