

Rightmove Launches National 'Find Your Happy' Campaign

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Rightmove, the UK's number one property website, is launching a national marketing campaign that invites home-movers to find their happy.

The creative draws on the fact that every home-mover looks for different things to make them happy, whether that's a shorter commute to work, more space for the kids or a sea view.

The cross-platform campaign sees Rightmove appear on TV, outdoor advertising including bus shelters and branded London taxis, London Underground advertising and online and mobile advertising. The campaign will also be supported with PR and social media.

Head of Marketing at Rightmove Iain Kennedy, commented: "We know from engaging with the biggest UK home-moving audience on Rightmove that 'happy' means something very different to each of them. Through our social channels we often have people sharing properties that they would be really happy to live in, and telling us when they manage to find the one they really want. Our aim is for the campaign to resonate with people whatever they're looking for, from first-time buyers and down-sizers to re-locators and renters.

"For those actively house-hunting it could give them a glimpse into what the future holds when they find their happy, and for others it may inspire them to think about selling up and moving on. One of the things we often hear from agents when they conduct successful viewings is a buyer saying they think they could be happy living in that property, and so we hope our advertisers connect with the campaign and that they benefit from the buzz it creates with the home-moving public."

Rightmove currently attracts over 80 million visits per month and has recently introduced bigger images on the desktop and mobile sites, a new broadband tool to show speed and availability, new apps for the Windows Phone and tablet and updated apps for iPhone, iPad, Android and Kindle as mobile traffic increases rapidly.

- Ends -

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February 2014

- 1 Facebook
- 2 Google UK
- 3 eBay UK
- 4 Youtube
- 5 Amazon UK
- 6 YouTube Mobile
- 7 Rightmove
- 8 Bing
- 9 BBC Homepage
- 10 MSN UK

About Rightmove:

- Rightmove.co.uk is the UK's largest property web site, advertising around 90% of all homes for sale via estate agents across the UK (Rightmove is not an online estate agent)
- At any one time, there are over one million properties for sale or rent on Rightmove, worth around £270 billion
- People in the UK can search for residential resale, new homes, rentals, commercial and overseas properties on Rightmove

Related Sectors:

[Construction & Property](#) ::

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- Tools and information people can access on the site include sold prices, property valuation, market trends, maps, nearby schools, Street View and floor plans
- The Rightmove app is available for iPhone, iPad, Android (including Kindle) and Windows Phone or people can use the mobile site compatible with all smartphone handsets
- For customers, the service is directed at four key membership groups: estate agents, lettings agents, new homes developers and overseas home agents
- All eight corporate estate agents (those with 100 or more branches) list their properties on the site

Rightmove history:

- Rightmove.co.uk was started in 2000 by the top four corporate estate agencies at the time: Countrywide, Connells, Halifax and Royal and Sun Alliance
- The first Rightmove House Price Index was published in 2002, and comes out on the third Monday of every month. The Index is compiled from asking prices of properties as they come on the market via Rightmove's member estate agents over the previous month
- In 2006, Rightmove floated on the London Stock Exchange and became a member of the FTSE 250

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