

Brower, Miller & Cole Fuels the Repositioning of Passco Companies' Promenade at Howard Hughes Shopping Center

Brower MILLER + COLE

Agency's targeted PR plan drives broker, buyer, and consumer interest.



Passco Companies, a leading real estate investment company, was launching a repositioning strategy for its “Promenade at Howard Hughes Center” retail asset, in preparation for placing the asset on the market.

The company tasked Brower, Miller & Cole with getting the word out to brokers and consumers in order to drive potential buyer interest.

Our agency understood that in order to bring value to Passco's repositioning, we needed to target each audience through separate media and messaging.

Brower, Miller & Cole began by identifying integral media outlets that would reach our broker/buyer audience, as well as our consumer audience. From there, we crafted targeted messaging and announcements, and launched a strong PR campaign to spread the word.

Our targeted PR campaign proved enormously successful, resulting in major news stories and, more importantly, increased buyer inquiries regarding the property.

With the help of our agency, Passco Companies was recognized throughout the nation for its innovative repositioning, and broker inquiries increased by 244.7%.

In addition, Brower, Miller & Cole secured large section-front-page story in the *Los Angeles Times* on the repositioning, and secured additional coverage in national real estate trades and local consumer media, resulting in hundreds of thousands of media impressions.