



PINECREST



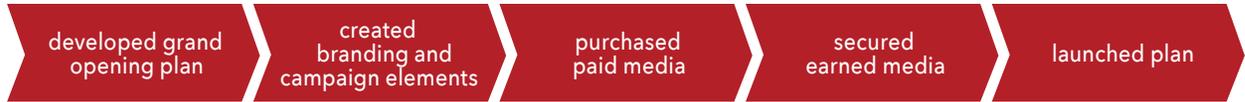
With a packed schedule of events all summer long, the best of the season lives at Pinecrest, Cleveland's home for shopping, dining and entertainment. Catch a weekly concert, see a movie under the stars, or get your sweat on at a fitness class in Central Park. Shop the premier lineup of national and local retailers, and grab dinner and a drink on one of the picturesque patios. See our full summer event schedule online, and we'll see you soon.

PINECREST
ORANGE VILLAGE, OH
DISCOVERPINECREST.COM
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putting the "grand" in "grand opening"

Pinecrest, a mixed-use shopping and entertainment destination in Northeast Ohio, turned to akhia to develop and manage its grand opening communications plan, including the strategy and execution of a paid media plan comprising digital, social, search, print, radio and outdoor components. The program was built to generate awareness and drive traffic to Pinecrest. In addition, the akhia team developed the Pinecrest brand and creative campaign, and managed all media relations and influencer outreach.

the quick take



tracking our results

total reach exceeded

23 million

17 million

paid media impressions

676K

unique website views

174%

increase in Facebook fans

\$191K

secured through negotiated added value

what drove our success?



close collaboration

Regular and open communication between our team and client ensured we were aligned and on point.



dynamic creative

We leveraged high-end photos, striking colors and engaging messaging to make an impact and tell the story of what Pinecrest has to offer.



a sound strategy

Every component of our campaign was carefully selected to meet Pinecrest's target audience members where they already were.

