



## Intercept New Homebuyers & Renters On The Move

***HOME Start™* is a pinpoint marketing program that delivers advertising, trial size samples and purchase incentives precisely when families are in the process of moving.**

Brand materials are hand-delivered by real estate professionals and apartment complex managers, which assures that your message will have peak relevancy exactly when purchase decisions are being formulated. These consumers are in the process of making plans to clean, furnish, decorate, equip and improve their new home. Marketers are invited to place their ad materials into the *HOME Start Sample Pack* to build brand awareness, interest and homebuyer/renter purchases.

### VEHICLE

- Sample packs with brand materials delivered by realtors, apartment complex managers, moving companies, title companies and mortgage lending companies.
- Hand distributed to homebuyers & renters immediately prior to moving-in.

### DISTRIBUTION

- Quantity: Up to 300,000 sample packs delivered
- In-market: April-October

### ELEMENTS

- Product samples generate trial and interest.
- Literature delivers your full brand story (literature is supplied by client).
- Gift bag branding to build awareness.
- Category exclusivity and market research are available.



**ACTIVATING PRIME CONSUMERS IN BRAND-RELEVANT ENVIRONMENTS**  
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