

Client: Preservation Society of Newport County

The Newport Mansions are bursting with fascinating history and architectural details. But the real reason people visit? The spectacle. Each home is a trophy, built by the super wealthy to show just how super wealthy they were.

So when we were asked to attract visitors to one of Newport Mansions lesser known properties, The Elms, we knew facts and furniture wouldn't cut it. We had to lead with drama.

And we did, by treating The Elms like the set of a high-stakes period piece. At the center: the coal tycoon E.J. Berwind and his immigrant staff who walked out in one of the first labor strikes in the country.

We brought it all to life as a cinematic trailer that turned the past into a living, breathing story. And this campaign played out across out-of-home, social, and digital to give the impression of an exciting theatrical release.

And it worked, with an impressive 10x ROAS in the campaign's first month.

Because when the house already looks like a movie set, the smartest thing you can do is roll film.