

Condo project markets with 'webisode' promo

By Warren Frey

For Metro Vancouver

Published February 15, 2007

Business: A new Yaletown condo is bringing Hollywood North to the World Wide Web.

To promote its new Yaletown condominium project, the Donovan, Cressey developments went a step beyond the usual marketing techniques. In a first for the Vancouver real estate industry, a five-part web video series entitled Donovan Life takes a fictionalized comedic look at a young woman's misadventures as she moves into the heart of Yaletown's newest highrise. Crystal Buble stars as Anya, a successful young single Vancouver woman.

The film was new territory for Cressey Development Group. The firm behind both the condominium and the series. Cressey Development Group vice-president Hani Lamman said it's an attempt to take advantage of the rise of viral video promotion on websites such as YouTube and MySpace.

The first "webisode" of Donovan Life, which premiered on Feb.7, got 20,000 hits in a single day.

Copyright © 2007, Metro Vancouver