

US Bank

Problem

How does US Bank build brand awareness in five key markets?

Solution

By executing an OOH campaign with individual strategies per market.

Background

The client wanted to target five key markets for all of 2017, while maximizing a modest budget. The company needed to determine proper media weighting and rotational timing to allow US Bank to have constant presence throughout these markets.

Objective

The overall goal was to build brand awareness for US Bank and encourage consumers to open accounts at its branches.

Strategy

While all markets were planned concurrently as one holistic plan, each individual market required separate strategizing based upon the media and budgetary limitations. In Cincinnati, Denver, and Milwaukee, the company created a rotational schedule of bulletins. This format was selected to maximize reach and was complemented by posters and/or shelters in each market to increase frequency during the campaign. In Minneapolis and Seattle, bulletins were determined to not be as effective based upon target areas. Therefore, the company put together transit packages that relied upon frequency media, such as bus kings, 2 sheet posters, and transit shelters. These placements were complemented by fully wrapped buses and/or trains to provide a high-impact presence in the markets. Additionally, Summer station dominations were executed in popular transit hubs to reinforce the OOH messaging.



Plan Details

Markets: Cincinnati, Denver, Milwaukee, Seattle, and Minneapolis

Flight Dates: March 27 - August 28, 2017

OOH Formats Used: Bulletins, digital bulletins, wallscapes, posters, bus shelters, bus kings, full wrapped buses and trains

Target Audiences: Adults 25 to 54

Budget: \$1.2 million

Audience Metrics

Target Audience TRPs: Cincinnati: 3,618; Denver: 2,568; Minneapolis: 2,777, Milwaukee: 3,269; Seattle: 2,128

Target Audience Reach: Cincinnati: 88.9 percent; Denver: 48.4 percent; Minneapolis: 78.85 percent; Milwaukee: 76.9 percent; Seattle: 78.8 percent

Target Audience Frequency: Cincinnati: 40.7; Denver: 51.6;

Minneapolis: 35.2; Milwaukee: 42.5; Seattle: 25.5