

Wintrust Financial: ATMs Everywhere

Problem

How does a financial holding company raise awareness for its ATM services?

Solution

By using back-to-back OOH formats to reinforce messaging.

Background

Wintrust Financial was highlighting the company's "No Fees, Free ATMs" benefit. The creative featured scenic backgrounds and various ATM machine styles to show that its ATM cards and bank accounts are accepted universally with fee reimbursement.

Objective

The objectives were to open new client accounts and raise general awareness for the Wintrust brand, specifically the consumer ATM banking services.

Strategy

Wintrust utilized its long-time permanent landmark, "3 in a row" bulletins, on the I-294 Tri-State South bound. The creative trio showed different scenes: the desert, a frozen tundra, and the rainforest, each with a different ATM machine incorporated. The same imagery was used as stand alone copies elsewhere, engaging commuters as they made it around the Chicagoland market. Digital bulletins allowed for the three different scenes to rotate at each location.

Plan Details

Markets: Chicago, IL

Flight Dates: Q1 and Q2 of 2017

OOH Formats Used: Print and digital bulletins

Target Audiences: Adults 18+

Testimonials

The client was thrilled and maintained a great long-term relationship with the OOH media agency.



