

## Fibre Federal Credit Union

### Problem

How do you create the maximum amount of loans for a local bank branch?

### Solution

By using a strategically placed campaign in high traffic areas.

### Background

Fibre Federal opened new branches in Oregon and were looking for ways to increase loan closures in the market. The bank was hoping to make the most of its dollars and drive consumers to its locations.



### Objective

The target market was targeting auto loan holders to refinance and lower their interest rate on their current loan.

### Strategy

The campaign was placed along highly traveled highways in routes near the Fibre Federal Bank locations with a combination of OOH and mobile media. Inventory was chosen based on the targeted demographic and location proximity.

### Plan Details

**Markets:** Oregon

**Flight Dates/OOH Formats:**

- Flight: July 1 - July 28, 2016
- Placed in multiple cities in Oregon including: Astoria, Seaside, Lincoln City, Newport, and Tillamook
- Bulletins
- Mobile geo-radial targeting overlay around the OOH assets

**Budget:** under \$10,000

### Results

Secondary action rate was optimized for, with 7.11 percent of consumers completing a second action, 137 percent lift from the mobile-alone benchmark due to the priming effect of OOH. When mobile was added to the July media mix, Fibre Federal Bank branches increased loan closes by an average of 80 percent, when compared to May and June sales.