Campaign Objective

Apply media solutions to recruit new customers to switch regional banks in select markets, and encourage existing customers to open more accounts.

Solution

Activate digital and printed bulletins in proximity to select branches. Extend the reach and impressions with Mobile Amplification to devices seen at the bank and at key competitor locations.

Campaign Details

Timeframe: 4/24/2017 - 7/16/2017, 12 Weeks
Market: Milwaukee, Minneapolis
Format: Milwaukee - 6 Digital Bulletins, 3 Static Bulletins / Minneapolis - 12 Digital Bulletins
18+ Impression Delivery: Milwaukee - 28 Million Impressions, Minneapolis - 56 Million Impressions
Weekly GRPs: Milwaukee - 130 Weekly GRPs, Minneapolis - 130 Weekly GRPs

Visitation Rates to Regional Bank

**MINNEAPOLIS**

- Unexposed: 0.04%
- Exposed: 0.30% (+621%)

**Milwaukee**

- Unexposed: 0.15%
- Exposed: 0.41% (+182%)

Insights

1/3 of exposed visitors spent 17+ minutes at a branch

Those exposed 9+ times had a visitation rate 40%+ higher than average

Source: CCO RADAR August 2017