



# OOH Case Study

## Spire Credit Union

### Problem

How can Spire Credit Union increase brand awareness for the opening of a new branch?

### Solution

By utilizing digital bulletins near the new branch that allowed the creative to be updated throughout the campaign.



### Background

In Minnesota, SPIRE is the third largest credit union by membership and the sixth largest by asset size. Their environment is highly competitive with over 400 Minnesota financial institutions competing for business.

### Objective

SPIRE's objective was to increase brand awareness about the opening of their new branch in the Vadnais Heights community. They wanted to encourage visits to the new location and increase local and company-wide membership.

### Strategy

SPIRE utilized digital near the new facility and encouraged people to join them for the grand opening. By updating creative throughout the campaign, they were able to build excitement around their new location.

### Plan Details

Markets: Minneapolis

Flight Dates: December 3, 2018 - January 13, 2019

OOH Formats Used: Digital bulletins

Target Audience: Adults A18+

### Results

SPIRE's program ran on digital within a one mile radius of their new branch and delivered over 700K impressions over a six week program. SPIRE reported having the most successful grand opening event in the history of the company with the Vadnais Heights branch. Their campaign increased foot and web traffic, which led to a record number of checking accounts opened in the first 30 days of business.



### Testimonials

"The digital billboards really pop and provided us with creative flexibility to get our message out in a timely manner."  
Lisa Lehman AVP Marketing.