

TIAA

Problem

How does a retirement company gain traction after rebranding?

Solution

Develop a campaign to drive reach and target key areas, utilizing prominent OOH placement.

Background

The brand was trying to address several issues in market including low awareness and competitor creep on taking advantage of the fact that the brand had just relaunched. Having many institutions in the Chicago area and corresponding on-site events, TIAA was looking for a way to have high impact as well as targeted activity specific to a few key areas or schools.

Objective

To drive as much reach as possible while still providing targetability specific to a few key areas. Targets included the River North area, the Loop and Hyde Park. Specifically TIAA was hoping to target the staff associated with client institutions within those areas.

Strategy

The team looked for opportunities that allowed for consistent messaging across a wide area...if it was high impact, even better. TIAA landed on the Kiosks for their visibility as well as their consistency in the key area. The double decker bus allowed for a floating effect across a large area of key focus as well.

Plan Details

Markets: Chicago

Flight Dates: April 2016

OOH Formats Used: Double Decker Bus Wrap, Solar Kiosks, Digital Urban Panels, Digital Platform Screens

Target Audience: Staff of higher ed, government and medical institutions

Budget: \$100k-\$150k

