

## Citi Access Checking Account

### Problem

How does a company successfully introduce and differentiate a new paperless checking account product, in a crowded world of “free” checking solicitations?

### Solution

Cleverly customize the message and media across multiple OOH formats in a way that will quickly and easily demonstrate how Citi’s paperless checking account will protect consumers from identity theft.

### Background

As identity theft clearly was emerging as one of the fastest growing consumer concerns in the U.S., the Citibank Access Account was launched by the Retail Bank to provide consumers with a more secure bank account, featuring no checks, no statement via the mail and no paper with your name and account number. In other words, Citi eliminated all the “paper trails” which identity thieves typically pillage through trash to steal. This was a new approach, quite counter to the all-too-common “free checking” bank offer.

### Objective

The objectives for the campaign seemed reasonable enough:

- Announce the new, secure Access Account
- Generate immediate lift in new Access Account openings
- Increase checking account openings by stealing share of new account openings

### Media Plan

Citi and Fallon wanted to develop creative media connections to demonstrate that less paper means safer banking and illustrate ways consumers can protect themselves from identity theft. Strategically, they believed it was wise to build upon the success of Citi’s popular out-of-home campaign, yet add some unique twists to generate “buzz” for the Access Account.

Multiple OOH formats were tailored in each of five Citi Retail banking markets (New York, Los Angeles, San Francisco, Chicago, and Miami). Spending was \$1 million over three months, May-July.

### Plan Details

**Shredded billboard:** Posted in high-profile locations such as Times Square in New York, this billboard was literally shredded, with the paper flapping in the wind. Headline: Introducing the Access Account. Less Paper Means Less To Shred.

**Trash cans:** Not a typical medium for Citi, but trash-can signage enhanced our street-level media and was the perfect place for the Access message (e.g., trash cans are a “bad place for your financial information”). This cleverly married the message and the medium in a literal way.

**Bus wraps:** Like a view through the windows into the inside of the bus, our wraps illustrated passengers hiding their identity through pixelated images, black bars across their faces and silhouettes hiding their likeness.



*Projections:* Going the route of truly 'paperless' media, projections were broadcast at high-profile events in key markets. Big events included concerts and events at the Staples Center in Los Angeles and fireworks displays in San Francisco over the July 4th weekend. The projections came at a time when consumers were not thinking of the possibility of identity theft. This interference reminded them of how simple it is for their identity to be stolen, and that it can occur at any time, day or night.

*Kiosks, bus shelters, bulletins and 30-sheets:* More traditional OOH formats were included in the campaign to add depth and visibility to the Access campaign. The ubiquity of the OOH placements allowed for multiple messages to feature a breadth of product benefits of the Access Account.

## Results

Everyone's heard the expression that an ounce of prevention is worth a pound of cure. The Citi ID Theft campaign did a fantastic job of highlighting the benefits, and of showing consumers that Citi provides innovative, yet simple ways to combat identity theft.

In an incredibly competitive retail banking environment, where a single digit increase is a phenomenal achievement, Citi experienced outstanding business results.

- 50,000 new checking accounts – 9,284 increase in new checking accounts, up 22% vs. prior 4-week period, and up 23% vs. same period prior year.
- 6,430 new Access accounts—971 increase vs. prior 4-week period, up 20% vs. prior year period.

