

America's Financial Choice

Problem

How does a loan agency reach a bigger target audience?

Solution

Use two Out of Home (OOH) campaigns together to reach a specific geographic customer.

Background

Campaign planning started a first quarter - busy season for loan agencies. In the past, the client was using newspapers, radio and flyers. Year after year they were not seeing the return on investment. They have never done OOH before so were eager to run a campaign and see results.

Objective

Brand awareness and to drive foot traffic into their Chicago branch locations. Their target demographic was in Oak Park, surrounding Chicago neighborhoods and commuters driving to and from the city of Chicago.

Strategy

The client ran two campaigns: digital billboard & bus shelter campaigns. A digital billboard campaign targeting commuters driving to and from the city to the western Chicago neighborhood where the clients offices are located. The second was a directional bus shelter campaign where the client ran directional ads in his community with addresses on them to drive traffic into the stores.

Plan Details

Market: Chicago, Illinois

Bus shelters: 4/24/17-7/16/17, 11/6/-12/28/17

Digital billboard: 9/18-12/17 multiple creative messages used (static/digital)

Results

The client noticed an increase of traffic throughout the campaign. Customers, said they saw either the billboard or shelter when applying for loans. Increased spend for 2018 based on the success of last years campaign.

