

Better Mortgage

Problem

How do you increase awareness for a mortgage company?

Solution

Using a commuter space to attract out-of-state attention.

Background

Better Mortgage is a mortgage company based in NYC, but only available to NJ homeowners, and unable to directly serve those living in NYC. They wanted to create a campaign that would primarily target NJ residents, but also extend into key areas of Manhattan as many of those areas are places where NJ commuters are going.

Objective

This client needed reach, and the best way to do this was through a system-wide PATH campaign of in-car posters. This would get them a presence across the entire PATH system, reaching all of Hudson County as well as reaching important parts of Manhattan such as midtown and the Financial District.

Strategy

In order to reach the most people in NJ, the advertiser chose the PATH rail system and offered a system-wide campaign so that all of Hudson County was being reached. The PATH system is a niche market as it indexes well with professionals who are ages 25-35, and with Herfindahl-Hirschman index (HHI) from \$110k-\$150K. Additionally, the PATH trains have a captive audience with at least a 15-20 minute trip and there is no Wi-Fi. The average impressions per 4-weeks for the plan was 5,851,000.

Plan Details

The plan was to launch in August, beginning on 8/28 and running only for 4-weeks, until 9/24. Better Mortgage chose our largest network, where we offered them 840 commuter cards/4-weeks, averaging about three posters/train car. In order to measure the response, they had a link on their ad that said better.com/PATH. That way they could measure who was visiting the website after riding the PATH train.

Results

The campaign worked so well that two weeks in they renewed the space for an additional 4-weeks and since their initial campaign, have consistently bought over and over again. In 2017, they spent a total of \$23,000. Heading into 2018, they've already committed to \$52,000- which is double the spend of 2017. The ads are working well as the client confirms they see an up tick in website hits each time the new campaigns post.

