

FNCB Bank

Problem

How does a bank capitalize on a local award?

Solution

By using an OOH campaign to thank its local clients and attract new ones.

Background

Prior to this campaign, FNCB Bank had been voted best mortgage bank by 2,200 voters in a local contest. FNCB bank wanted to reach the other 200,000 18 to 48 year-olds in the three counties where they were located to let them know about their award.

Objective

FNCB bank's main objective was to increase awareness of the residential mortgage loans they offered. FNCB bank aimed to increase mortgage loan revenue by 5% over a one year time period.

Strategy

FNCB's plan was to use a variety of OOH formats to target 18- to 48- year-olds across the market with an income range of \$50,000-\$99,000 per year.

Plan Details

Market: Scranton, Pennsylvania

Flight Dates: 01/01/2017 - 12/31/2017

OOH Format: Bulletins, Posters, Digital Posters

Target Audience: 18- to 48- year-olds with income of \$50k-99k

Total Campaign Impressions: 515,607

Total Campaign Target Ratings Points: 11,686.5

Total Campaign Reach: 67.8

Cost per thousand: \$1.5

Results

FNCB bank had a 9.5 percent increase in residential mortgage loans which was 4.5 percent higher than their goal of 5 percent. The 9.5 percent increase resulted in over \$13,000,000 of new revenue.

