

## SPIRE

### Problem

How can Spire Credit Union generate awareness for a newly opened location?

### Solution

By utilizing the flexibility of digital out of home near the new facility.

### Background

In Minnesota, SPIRE is the third largest credit union by membership and the sixth largest by asset size. Their environment is highly competitive with over 400 Minnesota financial institutions competing for business.

### Objective

SPIRE's objective was to increase brand awareness about the opening of their new branch in the Vadnais Heights community. They wanted to encourage visits to the new location and increase local and company-wide membership.

### Strategy

SPIRE utilized a digital bulletin near the new facility and encouraged people to join them for the grand opening. By updating creative throughout the campaign, they were able to build excitement around their new location.

### Plan Details

Markets: Minneapolis

Flight Length: 6 weeks

OOH Formats: Digital billboards with over 700k impressions

Budget: under \$10,000

### Results

SPIRE reported having the most successful grand opening event in the history of the company. Their campaign increased foot and web traffic, which led to a record number of checking accounts opened in the first 30 days of business.

