

aaa OOH Case Study

Westerra Credit Union

Background

Westerra Credit Union drives new mortgage purchases, and with the pandemic, homes became classrooms, workspaces, and play spaces for all. Many started to realize their current home was not their ideal. At Westerra consumers could purchase a new home with a three percent down payment on loans up to \$850k.

Objective

Westerra Credit Union's objective was to increase brand awareness and drive online activity in Denver with potential home buyers and current townhome or condo dwellers.

Strategy

The strategy was to create a campaign to showcase Westerra Credit Union's mortgage options to increase new home purchases or cash-out refinance mortgage volume and get potential clients to talk to a specialist, see their rates, calculate a payment, and ultimately apply for a loan. The goal was to reach as much of the market within specific trading areas, with high-impresion OOH inventory.



Plan Details

Market: Denver, CO

Flight Dates: Campaign ran for 8 weeks. Bulletins, Digital Bulletins.

OOH Formats: Bulletins, Digital Bulletins, Static Boards

Impressions: 15,570,552 Adults 18+

Budget: \$10,000 and over

Results

Westerra Credit Union saw 24K clicks onto their web page, generated 2,250 started applications or meetings with a specialist, and 10K views on mortgage or HELOC rates. All of these metrics were substantial increases over previous time frames prior to their OOH campaign.