

OVERVIEW

Client

Bank

Campaign Length

Three months

Geography

Four cities in the Midwest

Total Investment

\$6,300

Objectives

Increase site visits and brand awareness

Product Used

Live Sports: All sports package

RESULTS



1,369

Site visits



98.3%

Completion rate

STRATEGY AND SOLUTIONS

- For this client, we strategically chose live sports because they recognized the unparalleled opportunity to connect with a highly engaged and demographically desirable audience.
- By placing their ads within premium live sports inventory, this client isn't just seeking visibility; they're aiming for an elevated brand perception through association with high-profile events and other tier-one advertisers.
 - This deliberate alignment with major brands during live sports programming signals the bank's market leadership and commitment to innovation, fostering trust and credibility among viewers.