

# AWARENESS OF ONEAZ CREDIT UNION ROSE BY 6% YEAR-OVER-YEAR

OneAZ Credit Union wanted to drive awareness that the credit union is owned by it's members and that they exist to improve the lives of their members.

## STRATEGY AND TACTICS

- OneAZ used OOH's constant presence to form an "Always On" campaign to help keep their brand at a top-of-mind awareness level in the local community.
- Static billboards were used for rate driven products close to local branches.
- Digital billboards were used in highly visible locations for general brand awareness and adapting to current conditions.
- Mobile was used for product specific promotions and to adapt the content to current market conditions. The mobile was also used to track STORE VISITS.

## QUOTE FROM CLIENT:

- "We had clients telling us they came in to a location to take out an auto loan because they saw a specific rate on a billboard."



DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY, (CLICK THROUGH OR SECONDARY ACTION RATES), OR REVENUE.



OUTFRONT/

## RESULTS

**6%**  
RAISE IN BRAND  
AWARENESS YOY

**35+**  
AVERAGE MONTHLY STORE  
VISITS FROM MOBILE

**.53% CTR**  
57% HIGHER THAN THE  
NATIONAL BENCHMARK

