

WE INCREASED AWARENESS FOR CITIZENS FINANCIAL GROUP

Citizens Financial Group, Inc. is one of the nation’s oldest and largest financial institutions. In 2022, Citizens entered the New York City metro market by acquiring HSBC’s East Coast branches and New Jersey-based Investors Bank. 2023 marked the first year the brand launched a paid media campaign in the market, aiming to reinforce its commitment to understanding and supporting the local community. As the official bank of the TCS New York City Marathon, Citizens sought to increase awareness by targeting both runners and spectators.

STRATEGY & TACTICS

- **Strategically Placed:** Citizens implemented a strategic media coverage plan that combined frequency formats and high-impact placements throughout key areas of the marathon route, including Manhattan, Brooklyn, Queens, and the Bronx. Additional emphasis was placed on high-traffic zones with digital shelters and newsstands in Manhattan and Brooklyn.
- **Creative Excellence:** Citizens targeted both runners and spectators with creative messaging like “cheering or volunteering,” while also highlighting bank locations along the marathon route. A QR code on the ads directed viewers to the Citizens website for more information.
- **Client Success:** The campaign drove a strong impact, with a +11-point lift in message association and a +9-point increase in brand opinion, as measured by Lucid. It also boosted the perception of Citizens “positively helping manage money” by +9 points.



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.



RESULTS

**STRONG
IMPACT**

IN LIFTING BRAND OPINION

+11PTS

MESSAGE ASSOCIATION LIFT

+9PTS

BRAND OPINION LIFT



OUTFRONT