

WE GREW NEW ACCOUNT OPENINGS FOR DEDHAM SAVINGS BANK

Dedham Savings Bank is a trusted community bank that has been servicing the Boston area for nearly 200 years. Recently opening a branch in South Boston (aka Southie), they wanted to jump start growth in the millennial age group while staying true to their core values that appeal to traditional bankers. Turning to OUTFRONT, Dedham Savings launched a targeted OOH campaign to coincide with their brand refresh and help grow new account openings.

STRATEGY & TACTICS

- **Strategically Placed:** Dedham Savings anchored their campaign with the Broadway Station Domination, catching the young professional crowd in the heart of Southie during their morning and afternoon commutes. Expanding coverage to their suburb branches, they added strategic billboards and commuter-rail posters to their media plan.
- **Creative Excellence:** With their target demographic in mind, Dedham Savings opted for messaging that would resonate with local millennials - referencing maddening food delivery fees, long bar lines, and their beloved “Southie Sundays”.
- **Campaign Results:** In combination with their Digital, TikTok, and (OTT) streaming TV ads, Dedham Savings Bank’s OOH campaign boosted their new account openings within the millennial audience base. They saw +17% more ‘open account’ clicks on their site year-over-year, and served over 26.2 million impressions to a diverse range of consumers.



SOURCE: [HTTPS://WWW.FINNPARTNERS.COM/CASE-STUDY/DEDHAM/](https://www.finnpartners.com/case-study/dedham/)
DISCLAIMER: OF COURSE, THE RESULT 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

+17%

MORE 'OPEN ACCOUNT'
CLICKS ON-SITE
YEAR-OVER-YEAR

25.6M

IMPRESSIONS AMONG
A DIVERSE RANGE OF
CONSUMERS

