

WE HELPED INCREASE MEMBERSHIPS FOR A WELL KNOWN FINANCIAL INSTITUTION IN SAN FRANCISCO

A prominent Bay Area credit union was looking to build brand awareness and drive memberships for their downtown San Francisco branch. Utilizing OOH in conjunction with other media channels, they were able to resonate with their target audience and exceed their membership goals.

STRATEGY & TACTICS

- **Brand Awareness:** The credit union relies on both bulletins and posters year-round to maintain a constant presence in the market and consistently keeps the messaging fresh. Strategically selecting locations within a mile of the branch location, they can stay top of mind with potential new members.
- **Campaign Success:** The credit union saw an annualized growth rate in the market of 12% in 2022, 6% over their goal. OOH was considered to be a strong contributor in this overall growth.
- **Client Praise:** “Since starting with consistent OOH advertising, we’ve seen a lift in new memberships above our baseline despite the pandemic. Our team at OUTFRONT is great and they work with us to find the right placements.”

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

12%

ANNUALIZED GROWTH RATE

+6%

GROWTH OVER GOAL