



 **FAIRWINDS**

CASE STUDY:

FAIRWINDS CREDIT UNION



Less Is More Mortgage Campaign

INDUSTRIES:

Finance

Credit Unions

AUDIENCE:

Potential Members

CATEGORY/TACTICS:



Radio



Television



OTT



Direct
Mail



Out of
Home



Digital
Marketing

Highlighted mortgage services through an integrated campaign including TV, radio, display ads, direct mail and dynamic billboards, positioning FAIRWINDS as the best value for new and refinanced mortgages.

ideas.

FAIRWINDS Credit Union wanted to highlight their mortgage services, positioning the firm as the best value for new or refinanced mortgages. After deep research into their mortgage line of business, our team developed a strategy to not only attract new members for mortgages, but also retain and strengthen relationships with current members through the Less Is More campaign.



Dynamic Billboard Demonstration Video
<https://vimeo.com/269646247/609abef695>

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work.

We crafted a fully integrated mortgage campaign, including radio and television spots, display banner ads, direct mail pieces and additional out-of-home advertising.

For the out-of-home component, we took advantage of new radar technology within highway billboards that allow custom pre-loaded messages to change their display depending on the speed of traffic. When traffic was moving at or above the speed limit, the billboard displayed a short message; however, when traffic slowed down, the creative shifted to lengthier and more comprehensive messaging, as the audience had more time to process while sitting in slower rush hour traffic.

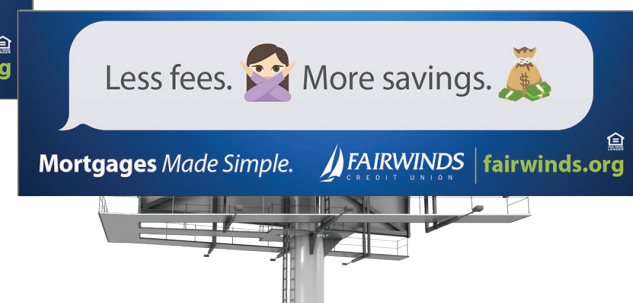
Traffic-Activated Outdoor Boards



20mph or less



21-44mph



45+mph or more

The Dynamic Billboard

In addition to conversion-tracked digital banner ads, Pandora radio and companion banner ads, TV on demand, over-the-top (online streaming) ads and direct mail retargeting, our team saw a unique opportunity to place a first-of-its-kind billboard.

New radar technology within highway billboards allowed custom messages to be displayed depending on the speed of traffic. When cars zoom by, a traditionally short billboard message displays. However, when traffic came to a slow roll, our messaging dynamically changes to a longer one because audiences have more time to read it. Our team brought this traditional channel to the modern day with a playful and fun mortgage campaign.

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TV Spot

<http://bit.ly/Less-is-more-mortgage>



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More savings **More answers** **More convenience**

Low rates. No hidden fees.
Online services when and where you need them.
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Apply today:
fairwindsmortgage.org
866.365.9081
Text **FAIRWINDS** to **797979**

3087 N. Alafaya Trail
Orlando, FL 32826

Direct Mail Retargeting

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results.

As in all cases, success is best measured by numbers. Here are the results from this mortgage campaign.

\$21,528,711

in campaign application loan value

20,570+

web clicks

78+

applications submitted

18,869,706+

overall campaign impressions

20,113+

landing page visits

71,744+

view-based web visits