



Case Study Financial

A large bank wanted to increase consumer visibility by leveraging their existing sponsorship of an NFL team. The NFL team was moving into a brand new stadium with top-notch amenities and a designated event engagement area. The client knew they needed to raise the bar and stand out in a landscape of competitive brands.

Challenge

- Stand out as an NFL sponsor in a competitive brand landscape
- Offer consumers a personal engagement they can't experience with other brands
- Generate leads for a diverse array of banking products

Solution

- Cohesive branding and messaging that serves the brand and appeals to NFL fans
- Next-generation photo engagement that is social-media friendly

Results

- Rave reviews from NFL fans
- 30% lead opt-in rate
- Over 1,200 account applications completed on site
- Over 500 photo engagements
- Over 6,600 Meta impressions

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BI WORLDWIDE (BIW) was tasked with finding an innovative and exciting way to engage consumers. The client wanted to be visible and generate foot traffic with an experience consumers couldn't get from other brands. In addition to brand awareness, the client wanted to highlight a diverse set of products including credit card offerings, general banking products and retirement options. BIW was asked to create a cohesive theme that served the brand, promoted the diverse product offerings and naturally connected to football.

BIW started by establishing a theme that encompassed the client's brand and products while paying homage to the fans' passion for football. *Financial Game Plan* served as the umbrella theme that was integrated into product messaging, visual branding and on-site engagement strategy.

The on-site engagement strategy embraced social media and put the consumer at the centre of attention with a unique photo-video engagement. The solution allowed fans to star in their own photo-video hybrid that featured their favourite NFL team and the client's brand. After posing for the photo, consumers received their animated image in real time on their mobile device with immediate social sharing options. Consumers walked away with a fun experience and a digital souvenir that extended the client's brand beyond the stadium. In addition, brand ambassadors collected lead information from consumers who were interested in learning more about the client's product offering.

The fresh new sponsorship engagement aligned well with the new stadium opening. Fans appreciated the ability to have fun with the brand and share their experience on social media. Die-hard fans especially liked the tie to their favourite NFL team. Over 500 photo-video engagements were completed over the course of the season, leading to over 6,600 Meta impressions. Approximately 30% of consumers who participated in the photo engagement opted to provide contact information to learn more about the client's product offerings. More than 1,200 account applications were collected on site. The reaction was so positive that the client has extended the engagement into select local branches.



BIWORLDWIDE produces measurable results by using the principles of behavioural economics to increase engagement with their clients' employees, channel partners and customers.