

NerdWallet

Problem

How does a personal finance website build a rapport with its target demographic?

Solution

By creating an OOH campaign that creates an all-encompassing branded environment to expose the product to its target audience.

Background

NerdWallet teamed up with two media agencies for an attention-grabbing campaign. Together the companies did a station domination at BART's Montgomery Station. Key branded messaging was on display in every corner of the highly-trafficked station, reaching financially-minded commuters and future tech employees.

Objective

The client wanted to build a rapport with its target demographic, adults 25 to 54. A brand awareness study was conducted before and after the campaign.

Strategy

The agencies utilized multiple OOH formats to create an all-encompassing branded environment that would expose NerdWallet to its desired customer base.

Plan Details

Markets: San Francisco, CA

Flight Dates: February 1 - February 28, 2017

OOH Formats Used: 90 Two-sheets, 56 pillar wraps, 11 station kings, 4 floor graphics, 12 backlit dioramas

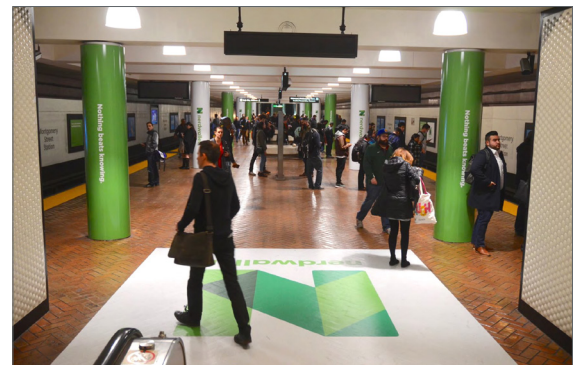
Additional Formats: 3 Wallscapes, 14 illuminated piers, 2 direct app piers

Target Audience: Adults 25 to 54 with a focus on tech and business personnel

Budget: OOH represented 5 percent of the overall media budget. This campaign represented 100 percent of the OOH in-market budget.

Results

NerdWallet reached over three million commuters traveling through Montgomery Station over the course of four weeks. The messaging resonated with the audience, increasing the interactions and mentions on social media week after week. Of all BART Train System and Muni Light Rail riders, NerdWallet's aided awareness increased by over 20 percent following the campaign. Overall, about 65,000 more Bay Area adults were familiar with the NerdWallet name in response to the station domination. The OOH generated 83,744,000 impressions and the DOOH generated 1,208,000 impressions within the target audience.



Testimonials

People passing by were asked, “what do you think of the ads placed?” and “how would you describe NerdWallet?” Their responses were:

- “It’s pretty catchy, I think there’s a lot of great advertisements. It really pops out wherever you look around BART.”
- “Simplification. Ease. One-stop.”
- “Friendly, for sure. And innovative.”

Audience Metrics

Target Audience TRPs: 334 weekly

Target Audience Reach: 7 percent

Target Audience Frequency: 194

Additional Relevant Metrics: Target audience over four weeks – OOH Placements:

Static domination media: 83,744,000 impressions

OOH Digital Placements: 1,208,000 impressions

