

First Niagara Bank

Problem

How does a small business banking service increase recognition of its expertise, while also promoting those of its partners?

Solution

Craft OOH campaigns based on proximity that thank the business and promote the partnership overall.

Background

In Q1 of 2016, First Niagara Bank wanted to run an OOH program looking to feature small, local businesses that work with First Niagara Bank's small business bankers. The team was looking to feature these local companies on bulletins/posters near each small business to show their support for and appreciation of the partnership. Additionally, First Niagara also wanted to promote their small business banking service that helps small businesses finance and grow.

Objective

First Niagara Bank (along with Optimedia Indianapolis) provided the team with a list of 21 local small business partners they wanted to feature for this program. The businesses were located in the Northeastern states of the US, primarily in New York, Pennsylvania, and Connecticut. The client was looking for a hyper target presence in these areas to reach the local audience.

Strategy

To hyper target these very local areas, the team investigated traditional media (bulletins and posters) within a 5 mile radius of each business, or expanded the search to 10 miles if inventory was limited. The campaign then selected one dedicated bulletin or poster within the radius to support each small business location, to run for 2 four-week periods. Three of the small businesses did not have available bulletin or poster inventory within a 5-10 mile radius; to support those small companies, the team recommended a mobile billboard to provide customizable, street level coverage for 1 four-week flight.

The final creative messaging said "Proud to work with local businesses like [business name]" and displayed the First Niagara Bank logo and website for small business banking on the bottom of the copy.

Plan Details

Markets: Albany, NY; Buffalo, NY; Erie, PA; Hartford & New Haven, CT; New York, NY; Philadelphia, PA; Pittsburgh, PA; Rochester, NY; Springfield-Holyoke, MA; Syracuse, NY

Flight Dates: March 2016 - May 2016

OOH Formats Used: Posters, bulletins, digital bulletins, digital posters, and mobile billboards

Target Audience: A18+

Budget: This was solely an OOH initiative so the full budget was given towards this program



Results

The local businesses were thrilled with the recognition First Niagara Bank provided through these dedicated bulletins, posters and mobile billboards. Many of the businesses publicly thanked First Niagara Bank via their social media outlets and company websites for featuring them on the bulletins and bringing extra exposure to their businesses. Furthermore, this program was picked up by local news outlets, highlighting the exposure this OOH program brought to the small businesses and First Niagara Bank. One of the small businesses, Bitty Lab, utilized their mobile billboard for an hour long event in front of a local Babies' R'Us, which was also covered by the local news and featured in an article in the Buffalo Business Journal.

Testimonials

- [Bitty Lab article](#)
- [Buffalo Business First article](#)



Additional Information

Overall, First Niagara was extremely happy that OOH could hyper-target these First Niagara markets and support local businesses who work with them. Feedback was outstanding from all parties.

Audience Metrics

Target Audience TRPs: (for measured media) Albany: 10.1; Buffalo: 58.2; Erie: 8.6; Hartford & New Haven: 6.3; New York: 5.6; Philadelphia: 4.1; Pittsburgh: 5.2; Rochester: 4.8; Springfield-Holyoke: 6.1; Syracuse: 5.3

Target Audience Reach: (for measured media) Albany: 6.3; Buffalo: 5.5; Erie: 6.2; Hartford & New Haven: 6.3; New York: 5.6; Philadelphia: 4.1; Pittsburgh: 5.2; Rochester: 4.8; Springfield-Holyoke: 6.1; Syracuse: 5.3

Target Audience Frequency: (for measured media) Albany: 6.3; Buffalo: 5.5; Erie: 6.2; Hartford & New Haven: 6.3; New York: 5.6; Philadelphia: 4.1; Pittsburgh: 5.2; Rochester: 4.8; Springfield-Holyoke: 6.1; Syracuse: 5.3

