

CASE STUDY

Brand Awareness and Lead Generation in the Finance Sector (Target Market - Teenagers)

ABOUT THE CLIENT

McCann have created some of the best-known and most iconic advertising campaigns of the last century. Today, their work help brands become a part of popular culture across the world and engage with consumers in their daily lives.

Leumi is Israel's longest standing banking corporation and one of the leading and largest corporations in the Middle East. The Leumi Group provides banking services to all customers, from households, through small and medium enterprises, to giant corporations.

OBJECTIVES

Looking to generate leads for and increase awareness of their new App for teenagers, 'Leumi.me', Bank Leumi and McCann agency partnered with Whichit for a marketing campaign.

STRATEGY

Creating an interactive game focusing on financial decisions with great prizes to attract a young audience to download Leumi.me, the bank's App (an App that lets teenagers manage and control their finances).

- Create a Dynamic Path Quiz in the form of competition, where the target audience can practice budget management by selecting items on a given budget.
- Enter the competition to win attractive prizes in exchange for potential new customer's emails.
- Distribute the quiz across influencers channels.

CAMPAIGN STRUCTURE

The dynamic structure allowed the audience to choose between different prizes based on their gender. Once their gender was defined, the quiz followed with 4 questions where the user picked between 16 small prizes based on budget categories, and finished with selecting between two large prizes. To allow larger variety in the prizes presented, each budget category randomly presented one of two possible prize collections. The game enabled the client to collect insightful data about the audience's paths, preferences, and game interactions.



Client:
McCann for Leumi Bank

Sector:
Finance

Campaign's Objectives:
Brand Awareness and Lead Generation in the form of a competition

Date:
16/03/2018-26/03/2018

Distribution Channels:
Social, Influencers

Target audience:
**Location: Israel
Gender: Male and Female
Age group: 14-18**

Interactive Content Type:
Whichit Dynamic Path Quiz

Engage Card (Call-to-Action):
**1st - Lead Generation
2nd - App download**

During the campaign insightful data about the target audience and their preferences was collected.

CAMPAIGN PERFORMANCE

Channel – A branded landing page advertised by influencers popular with teenagers.

Targeting – Israel based, males and females, aged between 14-18

Delivery – Over 14,000 Unique Impressions

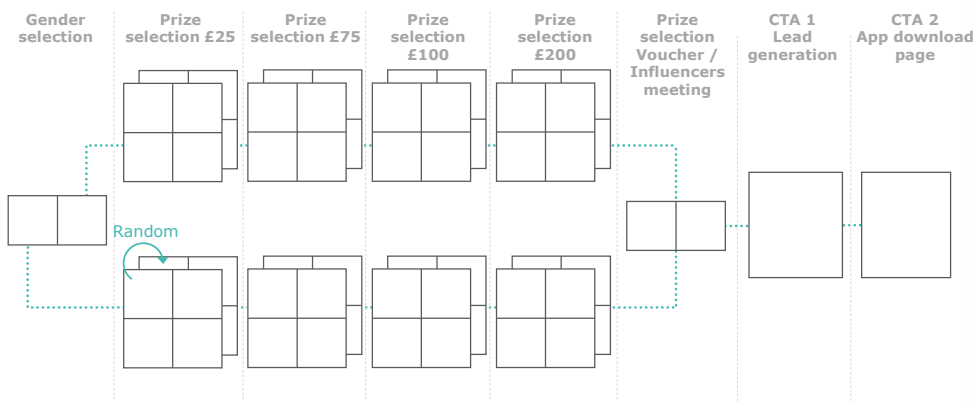
Run time – 11 days

Result – The campaign was extremely appealing to the target audience. The users who started the game had great interaction with the competition subject **generating a 95% completion from start to finish.**

Statistics - The quiz delivered 25,951 impressions, from which 14,348 were unique. 5,943 leads were collected on the first Call-to-Action stage, and 2,086 of the users also clicked the second Call-to-Action, redirecting them to the App page.

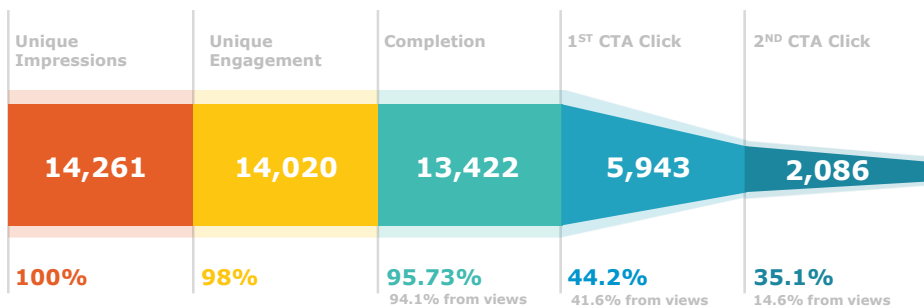
The decision to present multiple prizes from each price category was a success, as the players picked a variety of prizes and practiced budget management (the purpose of the Leumi.me App). **During the campaign, 14,022 unique users created 91,500 content interactions and 22,448 different baskets (different users' paths).**

Campaign's Dynamic Path



The influencers' channels brought high traffic to the game and there were high conversion rates for submitting details and an appetite to win. **The awareness for the Leumi.me App among the players was high, 35% chose to redirect to the App page at the end of the game.**

Engagement Funnel



ABOUT WHICHIT FOR ADVERTISERS

Whichit is Interactive Commercial Content at the forefront of its field. By asking target audiences a series of questions through addictive image based polls, surveys, quizzes and trivia, advertisers increase brand engagement, open new revenue streams & gain actionable insights. It runs as rich media ad units through IAB formats, native ad slots, and on social platforms i.e. anywhere across the internet (programmatic and/or straight display) across all devices and channels. The Whichit Ad unit is dynamic, responsive and interactive.

Great interaction with the competition subject, generating a 95% completion rate

14,348
Unique Impressions

14,022
Unique Engagement

98%
Engagement Rate

91,500
Total Interactions

High conversion on both Call-to-Action stages shows great App awareness with 35% choosing to redirect to the App page at the end of the game.

5,943
1ST Call-to-Action Rate

2,086
2ND Call-to-Action Rate