



Presentation Description:

- A clear bank bag held 2 inserts that were printed with small images of bank creative. The front insert had a CCO logo and the back insert had the client's name.
- The leave-behind folders had 6 different "money" cover designs to choose from.
- CCO "money" was bound with money wrappers and placed in the bank bag. The "money" was printed with small CCO logos on the back and banking creative images on the front.

Media Plan:

The original proposal suggested 30-sheet poster locations in a suburban area targeting that specific community (Sapulpa) for a 6-month schedule. The major objective for the outdoor advertising was to focus on an awareness campaign. Bank ownership had changed and the new owners wanted to make their clients feel secure with the change. Posters represent the major part of the CCO inventory in Sapulpa. Posters were part of the proposal because of their low CPM and their high reach and frequency for this special promotion. This was a new client for CCO and the first time the bank had used outdoor. The campaign was so successful that the bank renewed the poster showing and asked for similar schedules for their new branches opening in mid-town Tulsa and Owasso. A 6-month poster showing and several bulletins were proposed and are under consideration.

Target Market of Advertiser:

Sapulpa residents, age 18+.

Budget of Advertiser:

\$8,000 total for the 1st campaign
\$10-12,000 for the 2nd campaign

Contact Information

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