FINANCE CASE STUDY

Regional Bank: **Big-Game Brand Credibility**

Live Sports advertising that put a local bank alongside the biggest brands.

OVERVIEW

Client
Bank

Campaign length
Three months

Geography
Four cities in the Western U.S.

Total investment
$6,300

Products used
Live Sports: All Sports package

OBJECTIVE

Increase website visits and brand awareness.

98.3%
of viewers watched the full ad.

STRATEGY AND SOLUTIONS

We chose **Live Sports** to connect the bank with a highly engaged audience that fit its ideal customer profile.

Running in **premium live sports inventory** did more than add visibility. It placed the bank alongside high-profile events and national advertisers, elevating how people saw the brand.

That association signaled **market leadership and trustworthiness**, exactly what a bank wants viewers to feel.



RESULTS

1,369
website visits

98.3%
video completion rate

Want your brand next to the big game? Live Sports puts local businesses in the same spotlight as national brands.

Results from a single advertiser; individual results vary.