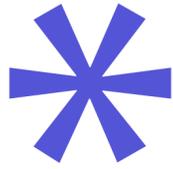




ICBA National Campaign

CASE STUDY





ICBA National Campaign

PROJECT SCOPE

:15 & :30 TVC, online & social videos, static and animated digital ads, member toolkit UX, conference collateral and support materials.

SERVICES

Strategy

Creative Development

Production

Post-Production

SITUATION

In 2021, the Independent Community Banks of America (ICBA) launched a fun and quirky test campaign that differentiated community banks from traditional “Wall Street” banks and credit unions. Following the test campaign’s success, it was time to share the message nationally. Research conducted from our test campaign uncovered Community-Minded Millennials as the target audience, with 80% of them wanting to learn more about community banks. With that insight as a guide, we worked in partnership with ICBA, Spurrier Media Group, and The Hodges Partnership to develop a cohesive and distinct national integrated campaign on a modest budget.

SOLUTION

Tilt used the research findings to revise videos and craft entirely new audio spots that leaned even more into supporting local communities while keeping the uniquely fun messaging tone. ICBA was excited to share the new campaign and research with their member banks at their annual ICBA LIVE conference held in Hawaii. For this three-day conference, Tilt produced the conference keynote video, printed handouts that directed attendees to the ICBA booth, and created the event booth design that was equipped with a giant Lite-Brite! The Lite-Brite was used to engage conference attendees and allow them to add light pegs on a map to symbolize igniting the campaign initiative within their local communities, eventually filling up the entire map. This campaign would not only be utilized by ICBA, but the member banks within the association would be able to access test campaign research and insights and customizable assets all within the ICBA National Toolkit—a website dedicated to “banking local” efforts.

PERFORMANCE RESULTS

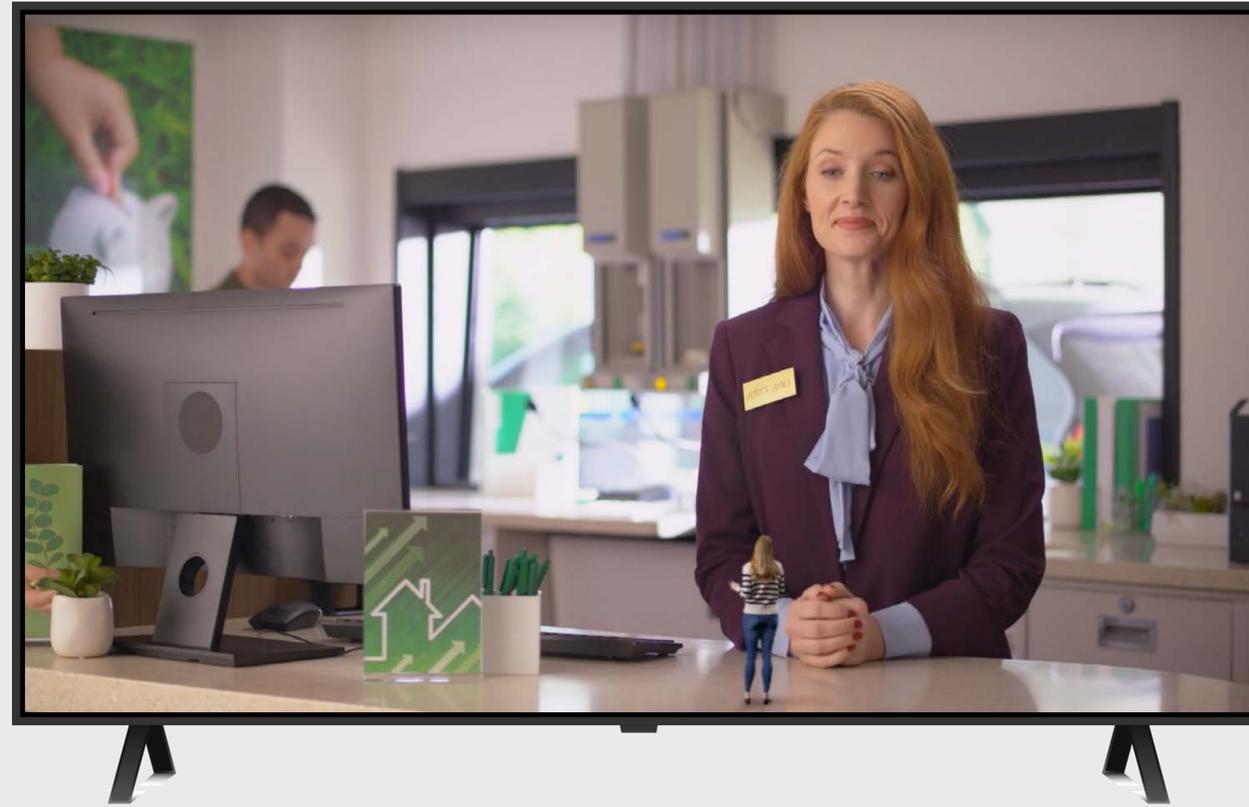
Across the 4-month campaign, it delivered an impressive 273M impressions, 45M video views, 91K long-form content reads, and a 2,000% YOY increase in organic search traffic to banklocally.org.

It also moved the needle with the Community-Minded Millennial target:

- 72% of millennials who recall the campaign had a higher awareness of the term “community bank” than those who do not recall the campaign (59%).
- 30% of non-customers were very interested in learning more about community banks (up from 20%).



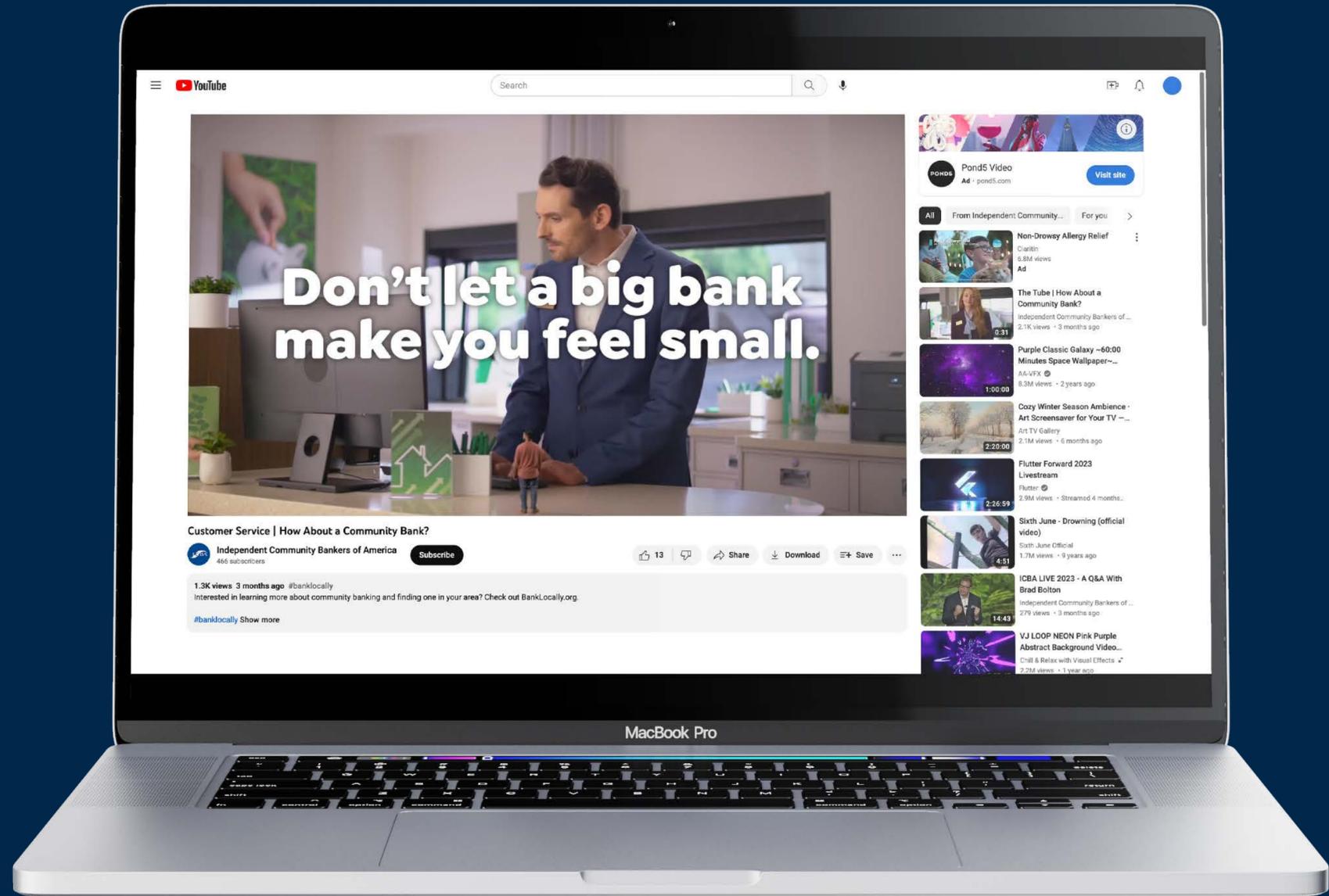
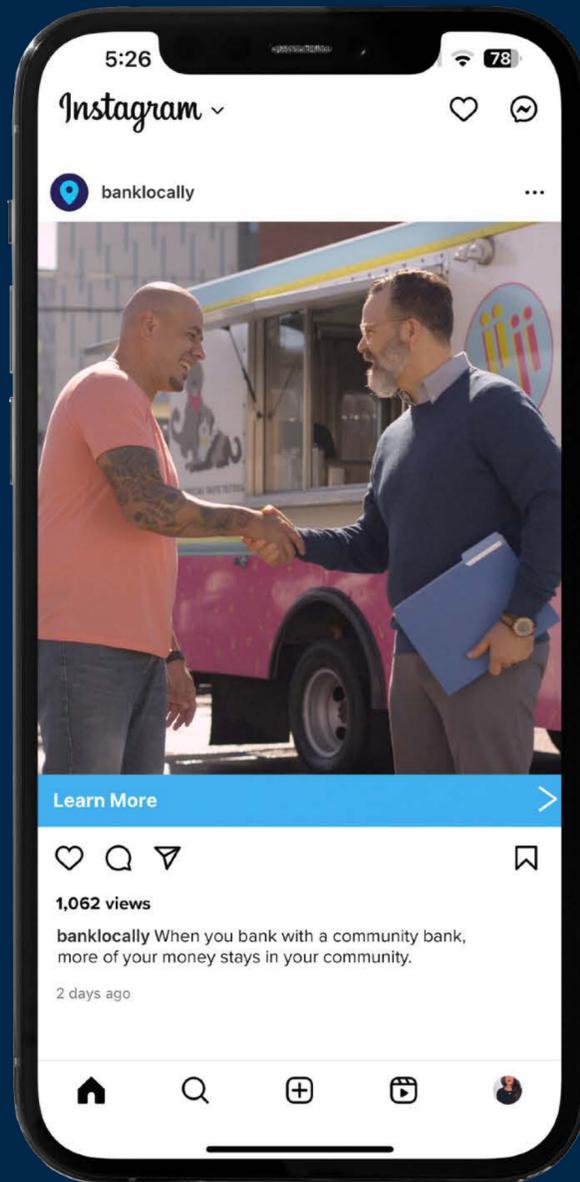
"Food Truck"
0:15 & 0:30



"The Tube"
0:15 & 0:30



"Customer Service"
0:15 & 0:30



 Consumer Activations – Social Ads



Grow local. Choose a community bank.

BankLocally.org

Support local. Choose a community bank.

BankLocally.org

We love your town like it's our own.

Because it is.

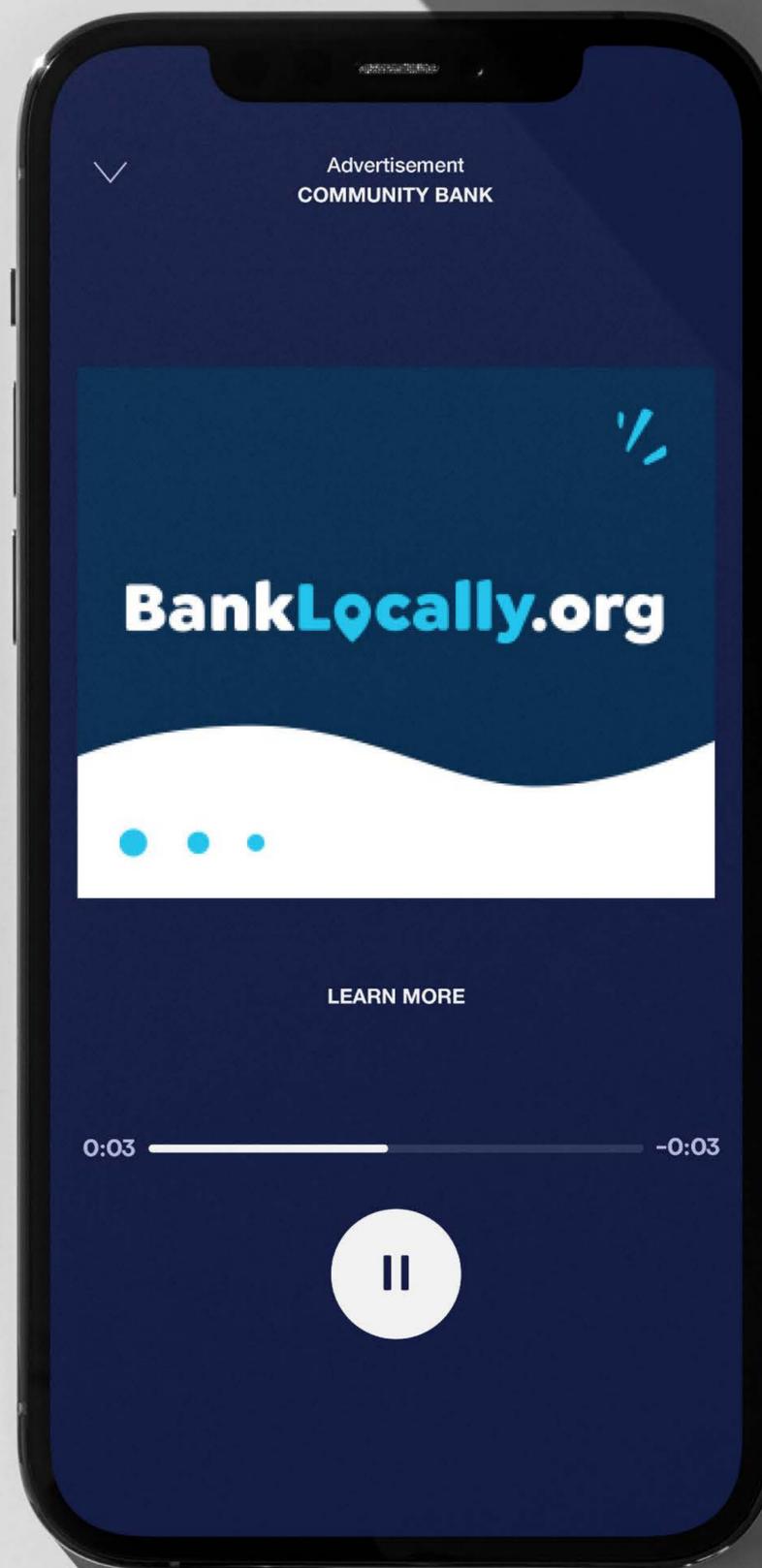
GROW LOCAL. FIND A COMMUNITY BANK.

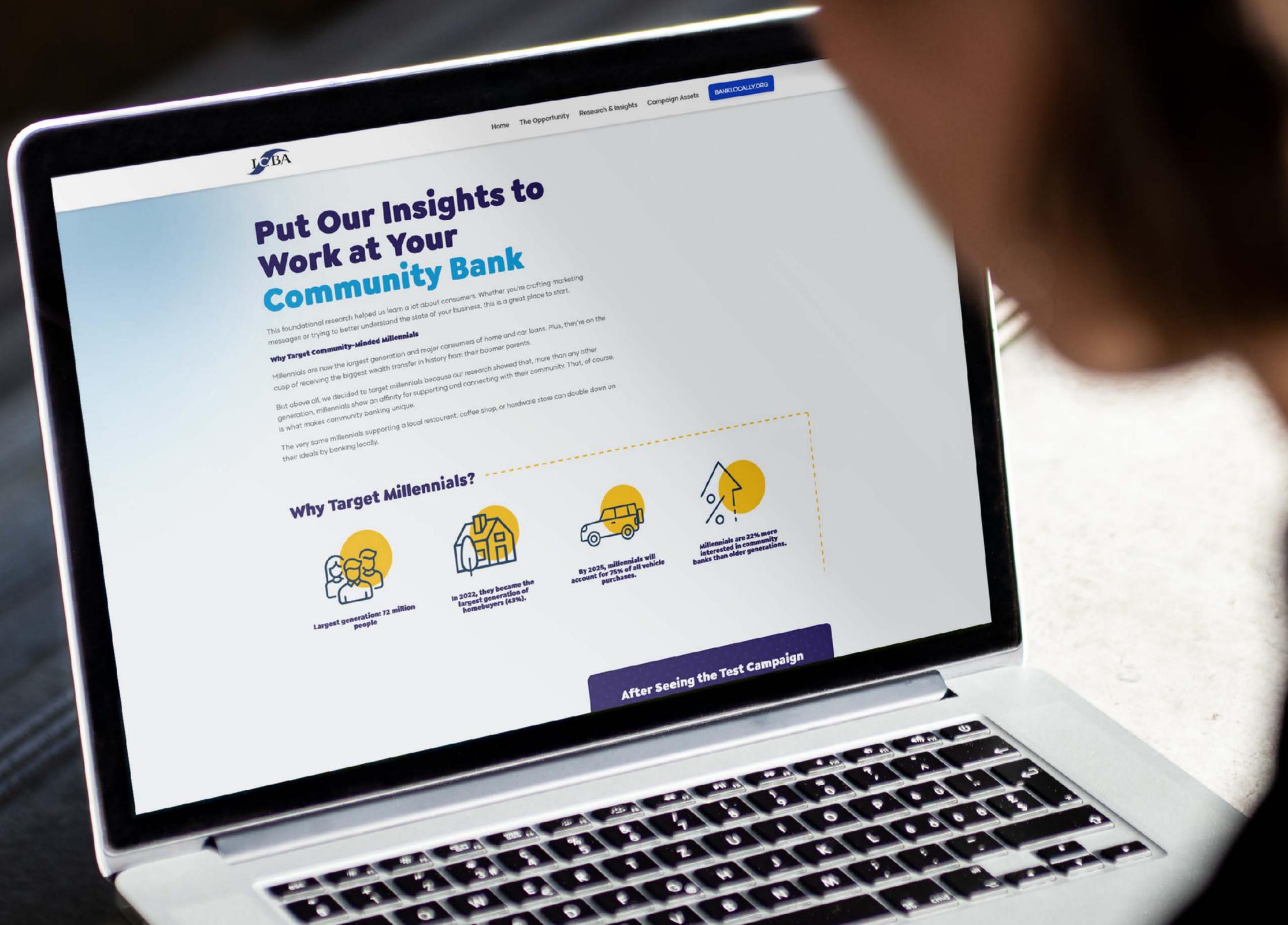
BankLocally.org

BankLocally.org

LEARN MORE

 Consumer Activations – Native Content & Digital Banners





 Member Activations – Toolkit Website & Conference Kit

