

MULTICHANNEL SWEEPSTAKES GENERATES 9,000 ENTRIES FOR BMO HARRIS BANK

As one of the largest banks in the Midwest serving personal, commercial and affluent customers, BMO Harris Bank provides a broad range of personal banking products and solutions through more than 600 branches and approximately 1,300 ATMs in Illinois, Wisconsin, Indiana, Kansas, Missouri, Minnesota, Arizona, and Florida.

The challenge

Persuading a consumer to switch banks or open a new account means building a relationship over time. BMO Harris wanted to design a campaign that would raise brand awareness and boost consideration of the brand by engaging consumers in ways that are memorable and entertaining.

The solution

In order to break through the conventional way banks approach customer acquisition, BMO Harris created a game that would grab attention and grow a following for its brand.

Partnering with Sizmek, BMO Harris designed a mobile and social Scavenger Hunt Sweepstakes that offered interactive, game-like activities revealed each week, backed by a weekly sweepstakes component and videos that showcased how a bank can help in unexpected ways with automatic savings, mortgages, preparing for college, and first paychecks.

Designed to educate, entertain, spark conversation, and influence solid money management behaviors, this program combined digital video, social media, mobile ads on Facebook, and an extensive influencer marketing program. Users were asked to play through scenarios and find digital coins that would earn them entry in weekly drawings for cash prizes.

ADVERTISER: BMO Harris Bank

CAMPAIGN: Scavenger Hunt

PLATFORM: Sizmek Social and Sizmek Mobile

CREATIVE AGENCY: Y&R

MEDIA AGENCY: OMD



A STAGGERING 5.67% TOTAL INTERACTION RATE

Results

This creative, mobile Sizmek Social unit on Facebook was effective at generating awareness and contributing to overall engagement metrics:

Facebook mobile unit:

- CTR of **0.75%**, producing more than **3,000 clicks**
- A staggering **5.67% total interaction rate**

Overall multi-channel campaign:

- +41% mentions on Facebook, Twitter during the five-week campaign
- 100K+ engagements including posts, likes, shares, and retweets
- 9,000 sweepstakes entries
- 26% more entries than a similar program the previous year



"Through Sizmek, consumers could engage with our Scavenger Hunt game without leaving Facebook mobile. This provided the best mobile experience, and we saw engagement rates above our norms."

WOODY MEACHUM
GROUP DIRECTOR, DIGITAL STRATEGY