

CASE STUDIES

Capturing a broader audience and building trust for an online-only fintech brand

PensionBee

OBJECTIVES:

Move a solely online brand into the real, physical world, creating a tangible brand presence

Build trust rapidly for a new, online-only, pensions market entrant

Build trust overall in the concept of tech-enabled pensions providers

Attract a broader age range of consumers to join PensionBee – particularly over 40s

Credibly introduce emotion into PensionBee brand messaging

CAMPAIGN DETAILS:

Classic Rail 48-sheet billboards

Rail D6s

Classic roadside 6-sheets

RESULTS:

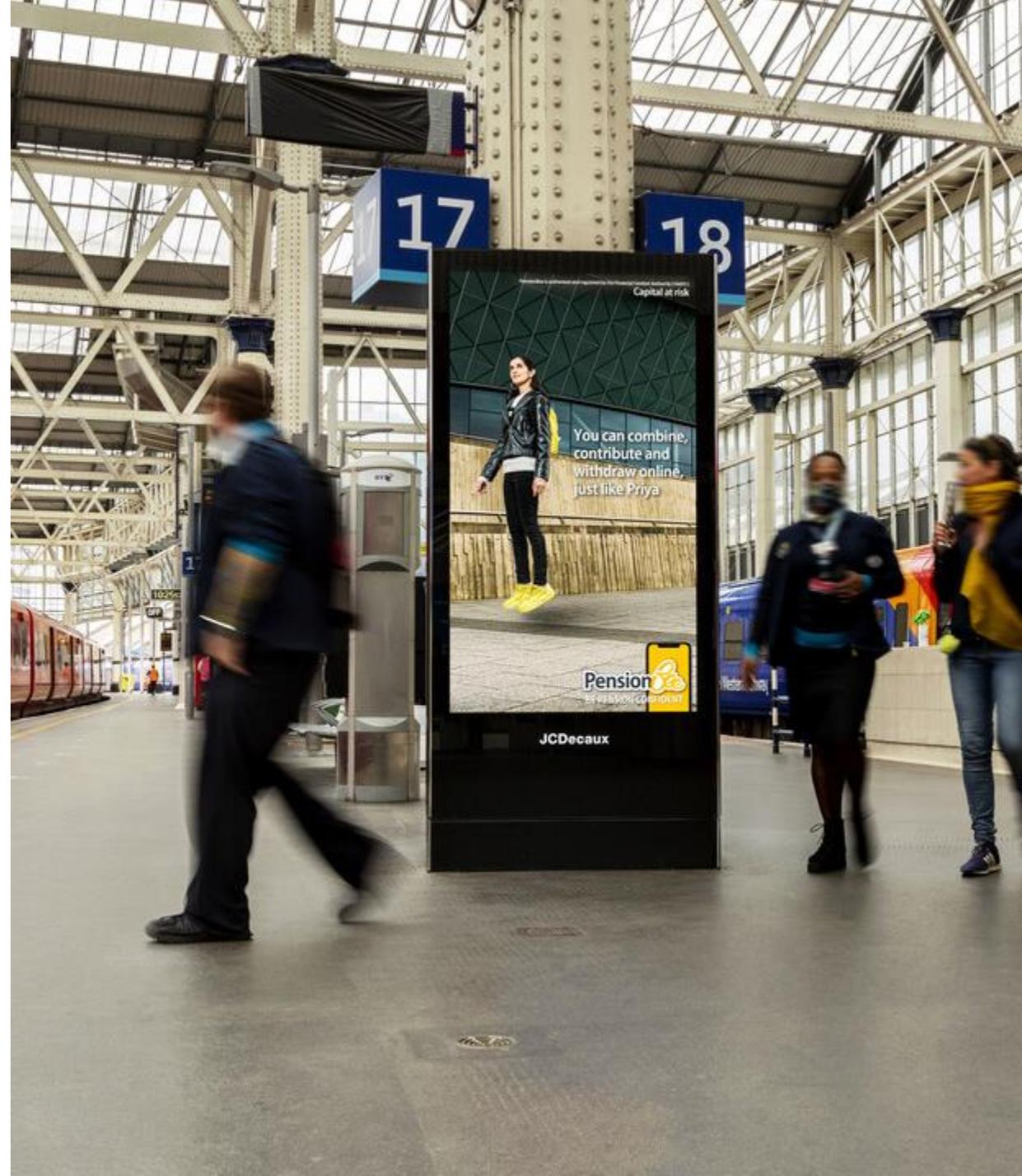
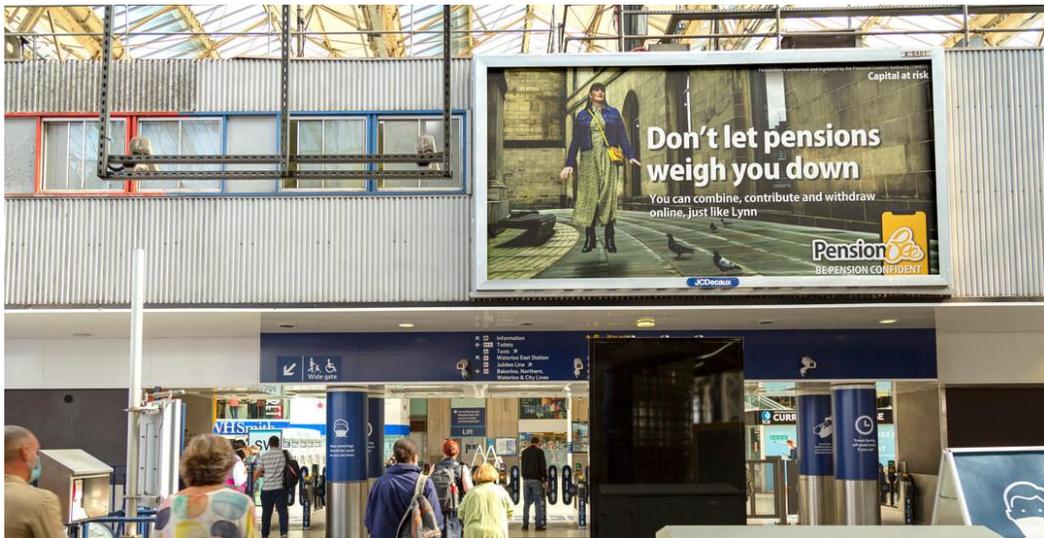
Brand awareness doubled from 20% to 40% in the twelve months to November 2020

Customer demographics have broadened, with increasing numbers of those aged 40+ signing up

Overall customer sign-ups significantly increased each time OOH media was reintroduced into the media mix

'PensionBee' search in app store increased during OOH bursts

Cost per acquisition decreased by around 20-30% when OOH is used





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As an online-only pensions provider, in order to grow more rapidly it was critical for us to **build trust** in our brand and product to **attract a broader customer demographic** and, as a result, higher value pensions.

We felt that a campaign solely running online or in a Facebook feed was not going to deliver that trust, and this is where our above-the-line media mix, with Out-of-Home as a major part, came into its own.

We use extensive data to evaluate the performance of our entire media mix, and we can **clearly see the benefits that Out-of-Home delivers**. It increases **brand awareness, consideration and activation** amongst our target 40+ demographic (which we believe is driven by building trust), plus a significant decrease in cost per customer acquisition. It also inspires positive emotion about the PensionBee service.

The **familiarity built by OOH media** means that when a potential customer then sees PensionBee online, we are already a trusted, familiar brand for them, and they're more likely to **take positive action as a result**.

JASPER MARTENS
CMO, PENSIONBEE