

VICTORY ON THE HOMEFRONT!



Problem

Markle Bank wanted customers to take advantage of the special mortgage offer they had available. This no-closing cost offer is a huge deal to those who have a mid to high interest rate and don't want to spend money on closing costs to obtain a lower rate.

Process

Markle Bank always likes to use WMEE and their Federated Media reps to come up with a snappy idea for new campaigns. We offer integrated solutions, using not only traditional commercials, but events, web and mobile for complete solutions.

Plan

We had to convey the message that Markle Bank was offering mortgages with no closing costs for a limited time. The main piece to this campaign was a catchy message that created a sense of urgency in the mind of the consumer.

Performance

The mortgage loan challenge was a success. At the end of the campaign, WMEE rep, Kristen Kimmel, spoke with a loan officer about remortgaging her house with this great offer. The loan officer was booked solid, but still serviced Kristen. A great offer combined with a great partner made for a successful campaign.

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Today's Best Variety