

Wave- Length

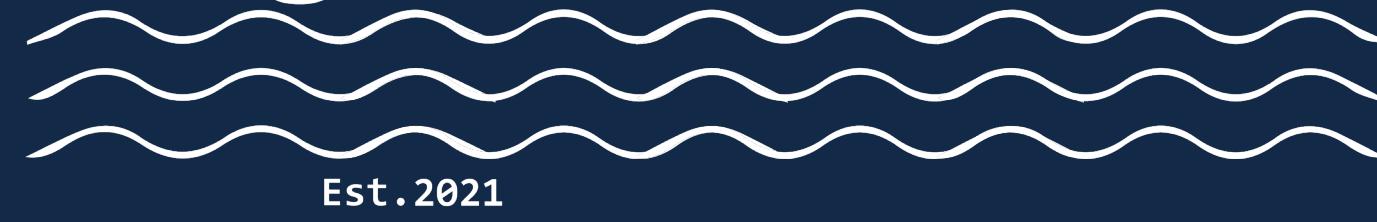


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Client Pitch
University Aimed
2021 Campaign

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WHO WE ARE.

WaveLength

Is your one stop shop for finding your people. We'll introduce you to the audiences you need through meaningful connections and careful positioning. We are an agency filled with young talent and aspiration. We tackle problems head on, unafraid to own the outcomes, and we believe that curiosity didn't kill the cat, it cured him. At Wavelength you'll find brand stewards who are committed to delivering their best for you and your brand. Are you ready to find your people? All you need to do is get on the same WaveLength.

What We Do



User Experience

Market Research

Brand Identity

Audience Segmentation

Content Production

Social



Nathan Caspar

Creative
Director

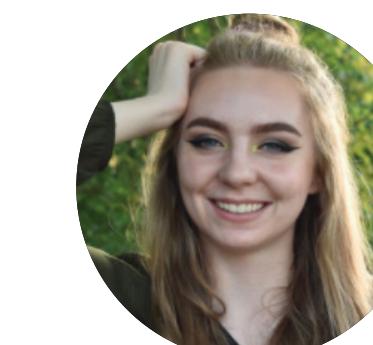
Pet Chicken
Enthusiast



Tessa Hedberg

Account
Planner

Real House
Wives Binger



Miranda Hynnek

Consumer
Research

PB & J
Lover



Anna Butler

Brand
Strategist

Chapstick
Addict



Brent Hoerauf

Account
Manager

Shark
Enthusiast

Hi !

When thinking back on your college career,
did you want to think about finances?



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VALUES

DIRECTION

OBJECTIVE

EXECUTIVE SUMMARY

Affinity Plus is for people, not for profit.

The banking cooperative started in 1930 as a way for a community to support its members and help them succeed. For 90 years, they've continued that tradition with caring, integrity, and adaptability.

This presentation provides analysis and evaluation of the current strategic position of Affinity Plus Credit Union and optimization to expand its customer basis in college-aged students in the Twin Cities.

The goal of this campaign was to ensure that college students don't feel alone walking through their financial journey and Affinity Plus will be committed to supporting their financial needs.



AGENDA

SITUATION

- Background
- Competition
- SWOT
- 4C's

RESEARCH

- Primary
- Secondary
- Key Findings

STRATEGY

- Creative Manifesto
- Media Plan
- Business Objectives

CREATIVE

- Creative Manifesto
- Media Plan
- Business Objectives



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GETTING STARTED

Main Idea.

Students need assistance navigating the banking landscape. They want a convenient, accessible and flexible way to do so.

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FINANCIAL SUCCESS

Starts now.



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Sneak Peak . . .



:60 Spot



Situation

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WHAT WE KNOW.



Affinity Plus is a federal credit union who has 90 years of experience. They believe they will improve the lives of their members through meaningful banking, exceptional experiences, and trusted relationships. Headquartered in St. Paul, MN, Affinity Plus puts people first in all areas of business.

At a Glance

- Avg. Member Age: 44.5
- Full Service Credit Union
- Top 10 MN Financial Services
- 220,000 Members
- Top competitors:
 - TCF Bank, Venmo
 - Wings Financial
 - US Bank, Wells Fargo
- Investment Center
- Rewards Program
- Easy online banking
- Growth in Millennials & Gen Z

Priorities

- Enhance the experience and increase engagement of new and existing members.
- Supporting members experiencing financial challenges.
- Continue enhancements within all channels while prioritizing self service and remote service.



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THE PROBLEM

College students are lacking sufficient financial knowledge when it comes to making an informed decision about their banking needs. Because of the lack of knowledge, students rely heavily on their parental input for banking decisions.



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COMMUNICATION OBJECTIVES

- Increase Affinity Plus presence on campus through targeting upperclassmen as they are graduating because TCFs large involvement in underclassmen.
- Teach college students about the benefits of having an account at a federal credit union through course to help prepare graduates for financial success once they graduate.
- Show students that there is an easier way to manage their finances.



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PARAMETERS

- Targeting college aged students in the greater Twin Cities area.
- Budget of \$50,000 with expandable budget of \$150,000.
- Time frame: August 1 - September 30 2021, to be repeatable.

Strengths

- Rewards program for members
- Great loan rates compared to competitors
- Online and mobile banking made easy
- Customer first values
- Scholarship opportunities for students
- Technology loans for students

Opportunities

- Target Market Growth (graduating students)
- Sponsorships
- Social Media Advertising
- Pay later program for students
- Sponsored Career fairs for members only

Weaknesses

- Not the current #1 Credit Union
- Current members are older (Avg. 44.5)
- UMN has a huge partnership with TCF Bank
- Lacking knowledge about banks vs credit unions
- People are choosing banks that their families are already affiliated with
- Current advertising not reaching intended target audience

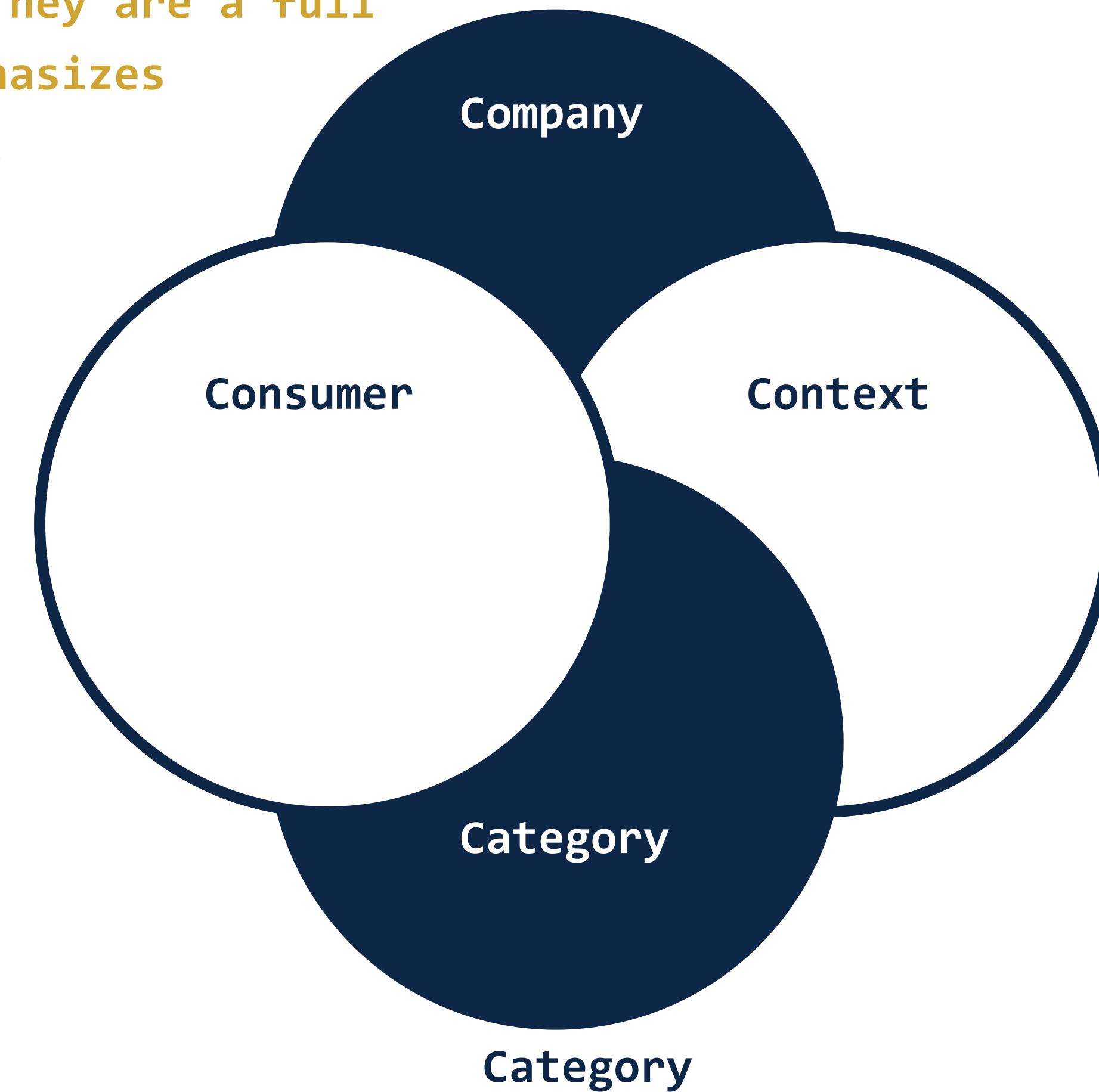
Threats

- Apple pay and Venmo
- No interest payment plans (Paypal)
- Competitive market
- TCF is the bank of the U
- U of M orientation leads prospective students to TCF

4C's

Company

Affinity plus is a federal credit union who prides itself on serving Minnesotans since 1930. They are a full service banking institution who emphasizes personal connection. As a non-profit, they help you, not themselves.



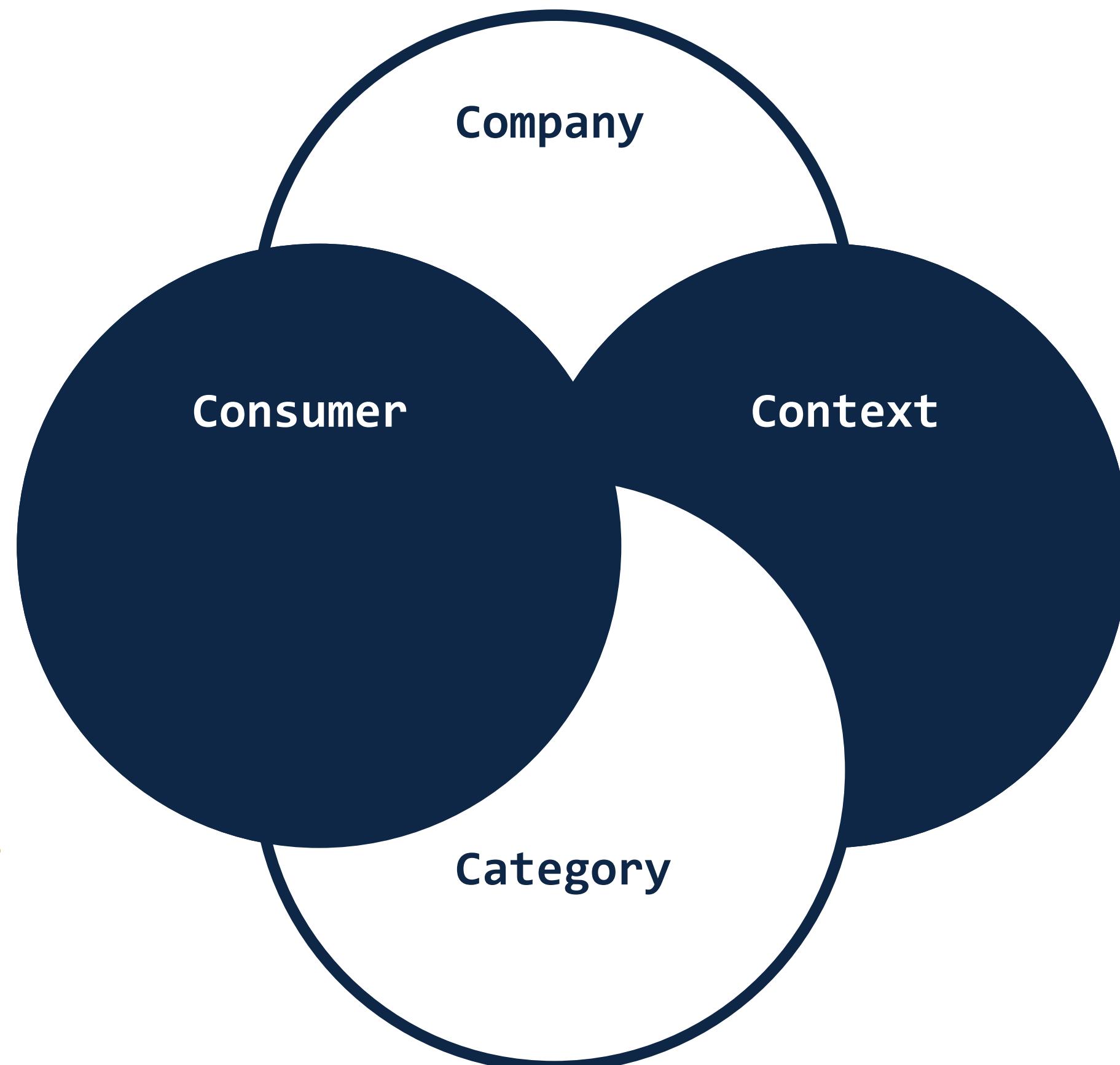
Banks, credit unions, finances, student loans.

Other banking institutions have tried to use the personalized approach, but these attempts haven't been authentic.

4C's

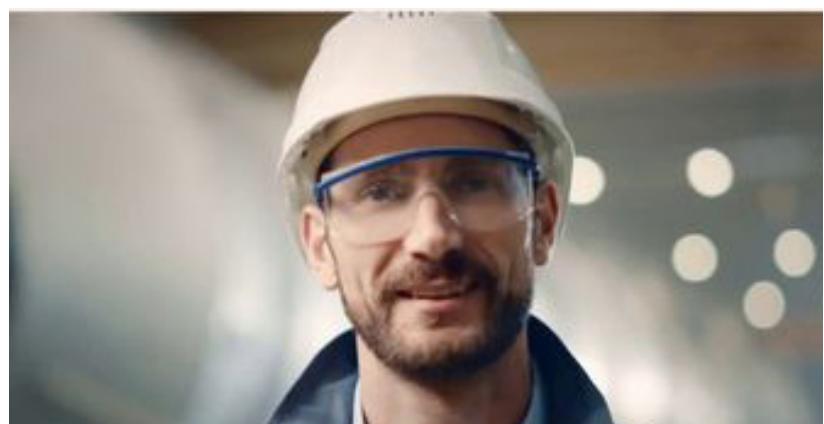
Consumer

Soon to be college graduates in the Twin Cities, who are less financially literate and don't know the benefits of joining a credit union. Many of who believe that credit unions are just for older more established individuals.



Context

- People are not super informed about Affinity Plus:
- Affinity Plus is perceived as being more for financially established individuals who have money to allocate in different places (Membership fees, investing, etc.)



¹⁷ *44% of University of Minnesota Students use TCF

TCF Bank

Tagline: What's in it for we.

A premier Midwest Bank that offers consumer and commercial banking, trust and wealth management, and specialty leasing and lending products and services to consumers, small businesses and commercial clients. Our strength comes from the individuals and businesses that make up these communities. We're here to help our customers achieve their financial goals. Because what's in it for one of us, is what's in it for all of us.

Key Message: Popular bank of the Midwest, We help you take care of you.

Analysis: TCF is taking a community centered approach in their campaigns. They focus on their local ties and operations with an emphasis on caring for you and your finances. Less goal oriented and more personal.

In the 2018 school year, the MN Daily reported that TCF Bank made more than \$620,000 in card fees from University of Minnesota of Students.

Not living up to their brand promise of "what's in it for we".

One study found that students at schools with paid marketing agreements pay over two times more in bank fees than students at schools without such agreements.

TCF Bank is Affinity Plus' largest competitor, with 44% of university students using their services.



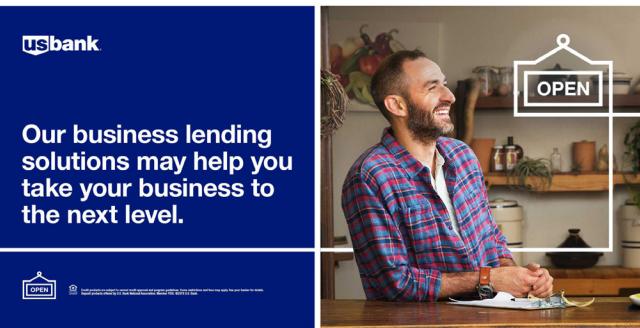
US Bank

Tagline: All of us serving you.

With 74,000 employees and \$467 billion in assets as of December 31, 2018, U.S. Bank is the fifth-largest commercial bank in the United States. The Minneapolis-based bank blends its relationship teams, branches and ATM network with mobile and online tools that allow customers to bank how, when and where they prefer.

Key Message: There to help protect you hard earned money, Here to make banking work for you.

Analysis: US Bank is focusing on highlighting how they can help you as an individual succeed. They are achievement and service oriented and while they haven't dropped the community sentiment, they are primarily talking about goals.



Internet Banks

chime venmo

Chime, Splash, Venmo

- User base is much younger
- Chime only has 2 account types
- Splash focused on student loans and refinancing
- All are mobile heavy

Credit Unions

Wings
SPIRE
FINANCIAL
CREDIT UNION

Wings, Spire

- Wings and Spire are less focused on students
- Spire is geared towards older population
- Both are full service (like affinity)

Big Banks

tcf
bank

usbank

US Bank, Wells Fargo

- Both have student heavy programming
- General mis-trust of big banks
- Higher fees

Research



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SECONDARY RESEARCH

**Target
Audience.**



We want to target college students ages **18-24**.

- We want to build brand loyalty early, creating customers for life.
- Affinity can help these students achieve their goals.
- Overall, the largest undergraduate age group enrolled is 20 to 24 year olds.

Specifically, students **graduating** from colleges in the Twin Cities.

- On average, 6,000 students graduate from the U of M alone every single year.
- TCF has a monopoly on new students and orientation.
- Opportunity to capture students on the way out, ushering them into the real world while still appealing to entire student body.

TCF owns freshman recruiting at local colleges. Our goal is to increase awareness and consideration amongst all Twin Cities college students with a focus on upperclassmen whose banking needs are changing.

Let's look at the numbers...



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SECONDARY RESEARCH

Demographics.

425,000

Students enrolled in Minnesota public and private postsecondary institutions at the undergraduate and graduate level.

- | | |
|----------------|--|
| Banking | -54% own any banking account
-16.1% use credit unions as primary bank
-14.7% use Bank of America as primary
-1.7% use US Bank as primary
-3.8% use local/community bank as primary |
| Race | -62.2% are white
-13.8% are Black or African American
-22.6% are Hispanic
-11.2% are Asian |
| Income | -6.2% make less than \$5,000
-6.2% make less than \$10,000
-3% make \$10,000 - \$14,000
-5.7% make \$20,000 - \$24,999 |



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SECONDARY RESEARCH Psychographics.

-Driven and Optimistic

- Want to get to the very top of their careers (177)
- Want to start their own business (132)
- Willing to sacrifice family time to get ahead (140)
- Doesn't want responsibility, wants to be told what to do (139) **This is where you help!**

-Bold, Likes to Have a Presence

- Likes to stand out in a crowd (139)
- Does things spur of the moment (121)
- Enjoys taking risks (124)

-Not Financially Prepared

- Willing to spend more than they can afford (149)
- Does not currently own any financial service (148)

-But, They Value Money

- Only working where they are for the money (122)
- Believes money is the best measure of success (137)

-Strives to be Unique

- Tries to make unique fashion statement (146)
- Keeps up with fashion (151)
- Likes to stand out in a crowd (139)



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PRIMARY RESEARCH Objectives.

What do we want to Know?

1. To what degree are students aware of Affinity Plus and their current advertisements?
2. What are the pain points for consumers in their banking journeys?
3. What are students motivations for choosing who they currently bank with?
4. What's holding students back from considering Affinity Plus?
5. What is the current knowledge surrounding banks and credit unions?
6. Are students willing to open an additional account with Affinity Plus? (This would make it so Affinity Plus doesn't have to rely on switchers)



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PRIMARY RESEARCH

Methods.

Methodology

Survey

- 16 questions
- 29 respondents,
all Twin Cities
college students

Interviews

- 1-on-1 interviews
- 7 student
participants
ages 20-22

These two stages of primary research were designed to identify consumer pain points in their banking journeys, and to understand student's relationship with banking and money in general.

- Conducted via Qualtrics over one week.
- Respondents aged 18-26, 72% between 21-23 years of age.
- 90% currently attending college.
- 10% recently graduated.

- Participants range from sophomore to seniors.
- Asked 18+ questions.
 - About knowledge and feelings surrounding Affinity Plus.
- Asked in-depth about motivations and feelings regarding banks and money.



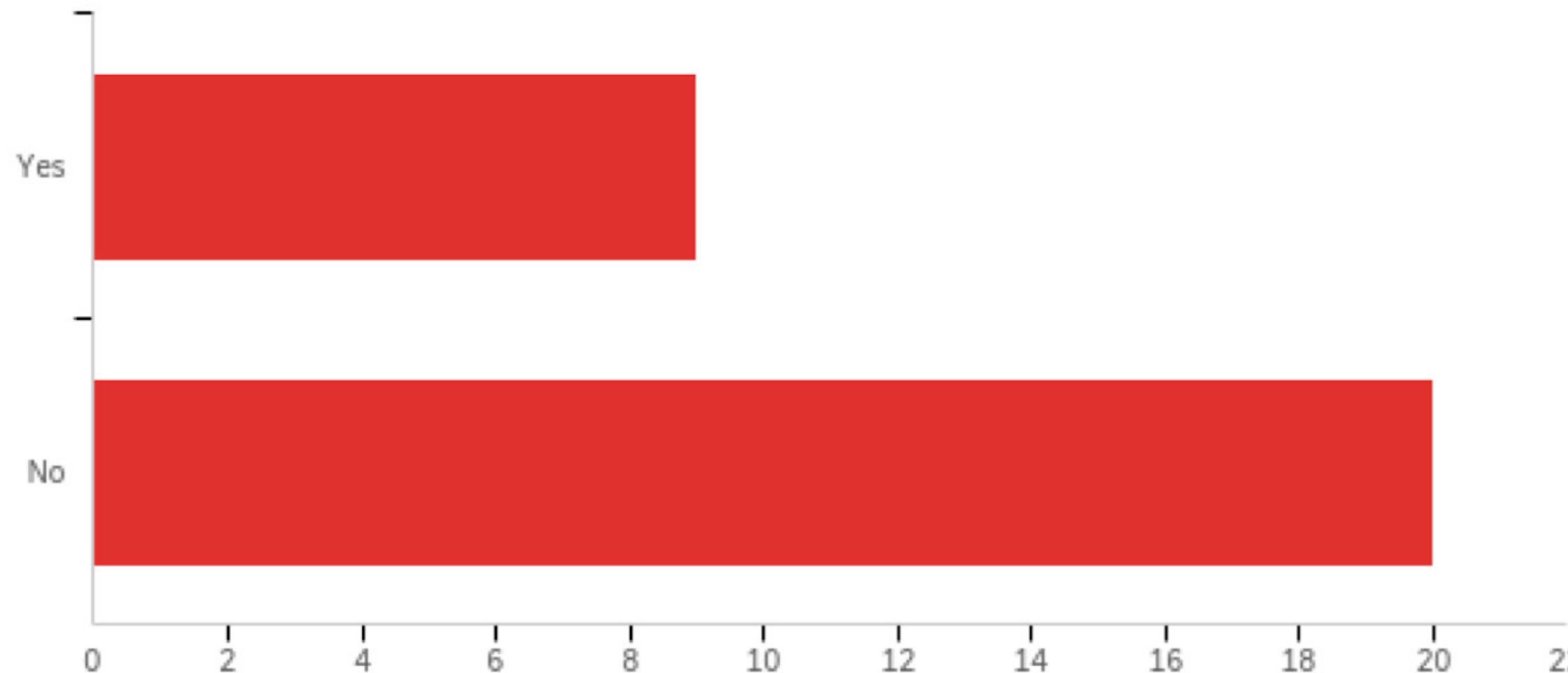
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PRIMARY RESEARCH

Survey Results.

Only 31% of our target audience knows who we are or what we do...

Q10. Have you heard of Affinity Plus Credit Union?



65% of Twin Cities college students don't know the difference between a bank and a credit union.

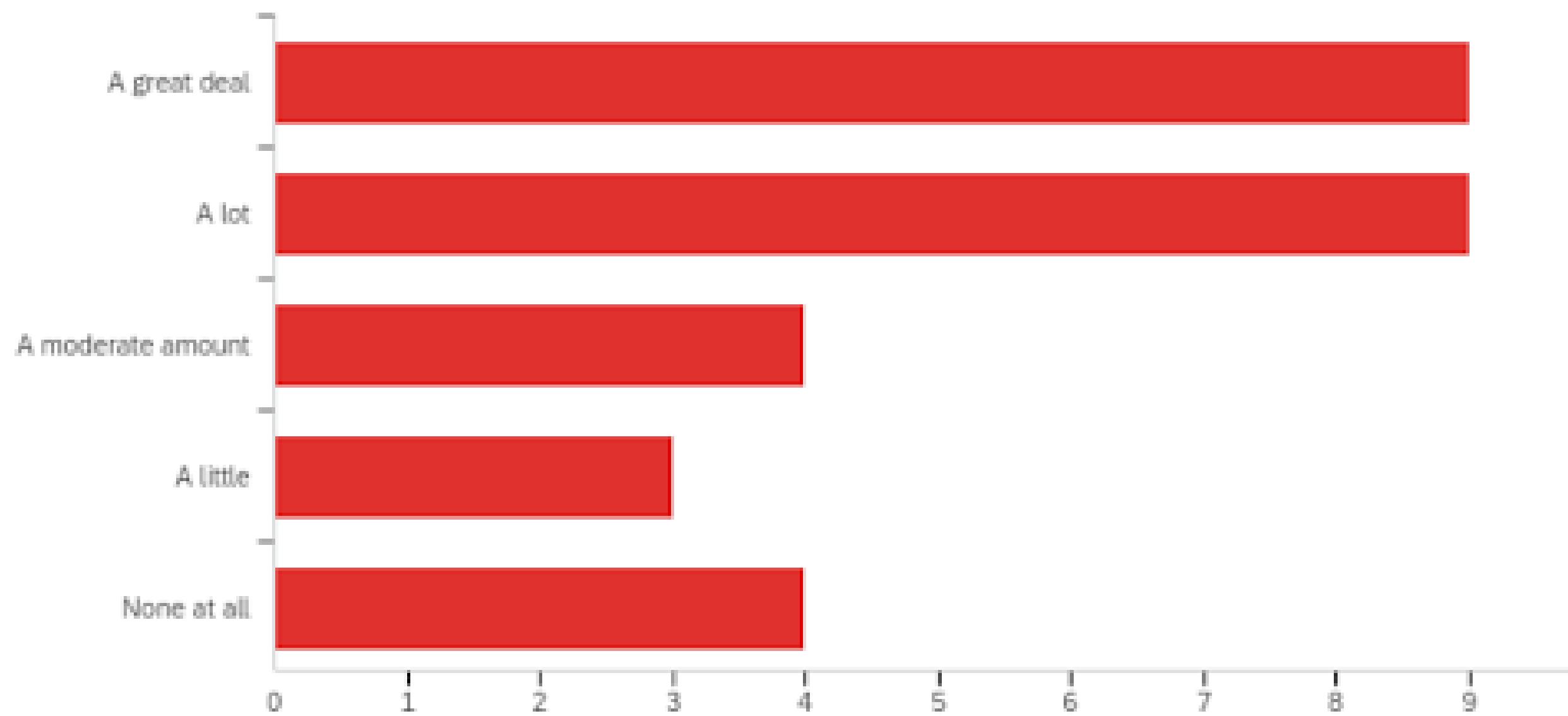


PRIMARY RESEARCH

Survey
Results.

Parents play a large role in banking.

Q4. How much are you influenced by family/friends when it comes to choosing a bank?



38% of students have never opened a bank account on their own before.

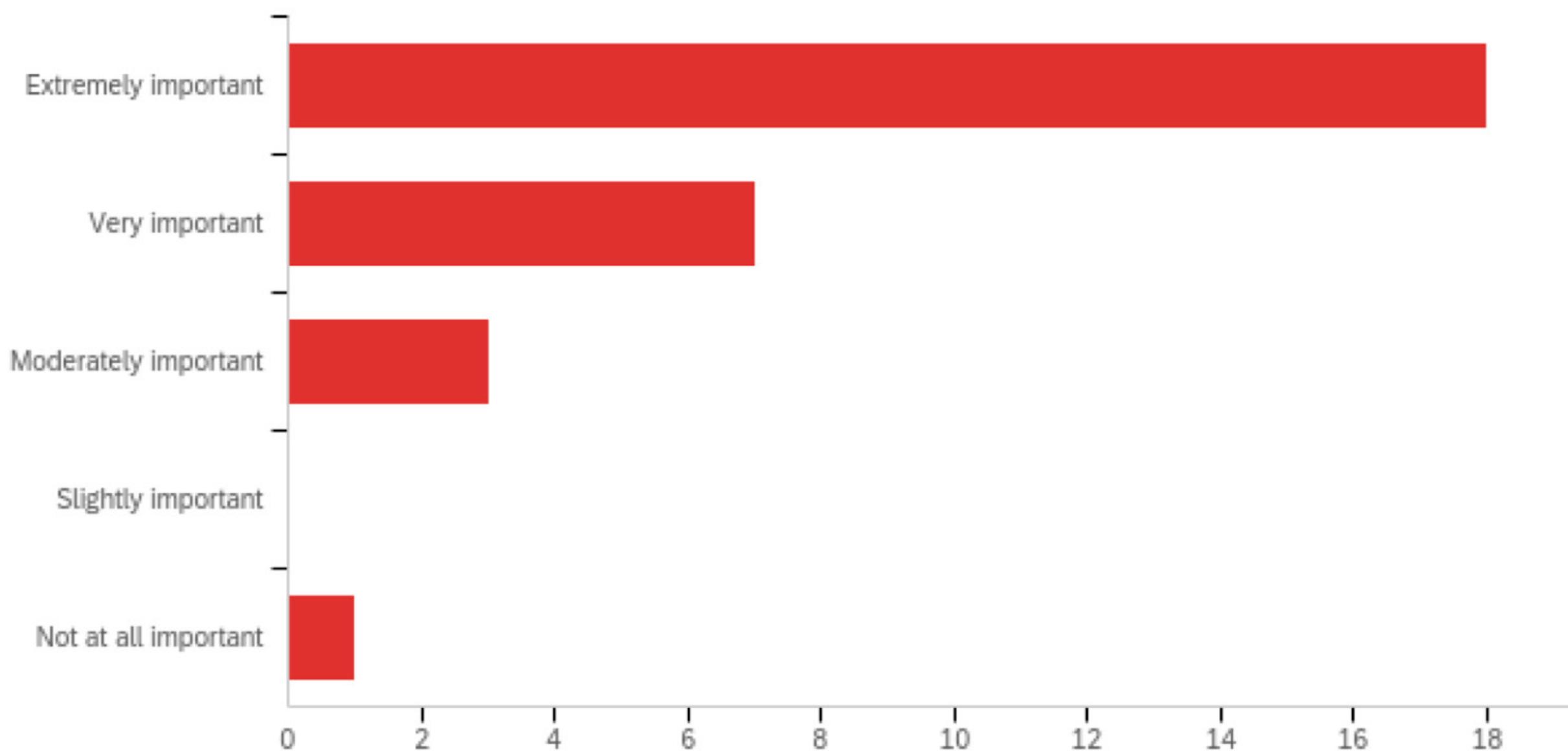


PRIMARY RESEARCH

Survey Results.

Accessibility and convenience are of primary concern to students.

Q8. How important is a mobile app to your banking experience?



46% of students use Venmo.



PRIMARY RESEARCH

Interview
Results.

Students don't have all the answers.

"I am influenced a lot by my parents when it comes to choosing banks/questions I have regarding banks. I am not very knowledgeable, usually I get help from my dad"

Convenience is key.

"I think mobile banking is the most important banking in my opinion. Having access to my account via a mobile app that is easy to use is most important"

Students are putting off planning.

"Nobody wants to think about financial decisions during college but they really should be"

"I don't believe I have that high of an income for my money to be managed by two establishments"



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RESEARCH Key Findings.

Students have Unique Pain Points

- It is hard to make financial moves when you don't have much money as a student.
- Students want to be encouraged not punished with their finances.
- Students don't know much about money management making it hard to do.

**Students are putting off planning.
Convenience is key.
Students don't have all the answers.**

Lack of awareness and motivation.

- Banking and finances are stressful. Adding a new or different bank/credit union seems like more stress.

Our target doesn't know enough.

66% Are NOT familiar with the differences between banks and credit unions

31% Have heard of Affinity Plus



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AUDIENCE

Target Reccomendation.

Our target consumer is a...

- Man or women who has been in college for at least one year.
- Is ambitious about their career.
- Has entrepreneurial passions.
- Graduating college and entering ‘the real world’.

Wave-
Length



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MEET SYDNEY.
She's Awesome.



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BOLD & AMBITIOUS

Sidney is motivated to do well in her classes, and make college connections. In the future, she wants to expand her business and become an entrepreneur.

BUSY & UNSURE

As a full time student and small business owner, Sydney doesn't have too much time to think about her finances. Usually she just leaves that to her parents.

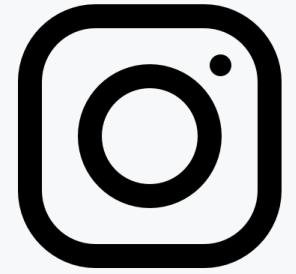
Sydney

Age	21
Gender	Female
Ethnicity	White
Profession	Full-Time Student
Income	\$7,500
Bank	TCF Bank



TRENDY & FUN

Sydney has her own unique style which she prides herself on. She loves using TikTok and Instagram to showcase her bold presence.





Age	21
Gender	Female
Ethnicity	White
Profession	Full-Time Student
Income	\$7,500
Bank	TCF Bank

Day In The Life

9:00am

Wakes up, reads email and goes on TikTok. Spends time to choose her outfit for the day.

11:15am

Attends classes after having made a quick breakfast and of course, a cup of coffee (or two).

3:00pm

After finally finishing her classes for the day, Sidney takes a quick break to scroll through Tiktok before taking a walk.

4:00pm

Back from the walk and refreshed, Sidney spends some time working on her small business, including posting to Instagram.

6:30pm

Unsure of what to make for dinner, Sidney and her roommate decide to order food. They get Chipotle and she Venmo's her roommate.

9:00pm

Sidney finishes up some homework and retreats to her living room to watch The Queen's Gambit on Netflix before bed.



AUDIENCE INSIGHT

Students don't want to think about their financial future. They need assistance navigating the banking landscape. They want a convenient, accessible and flexible way to do so.

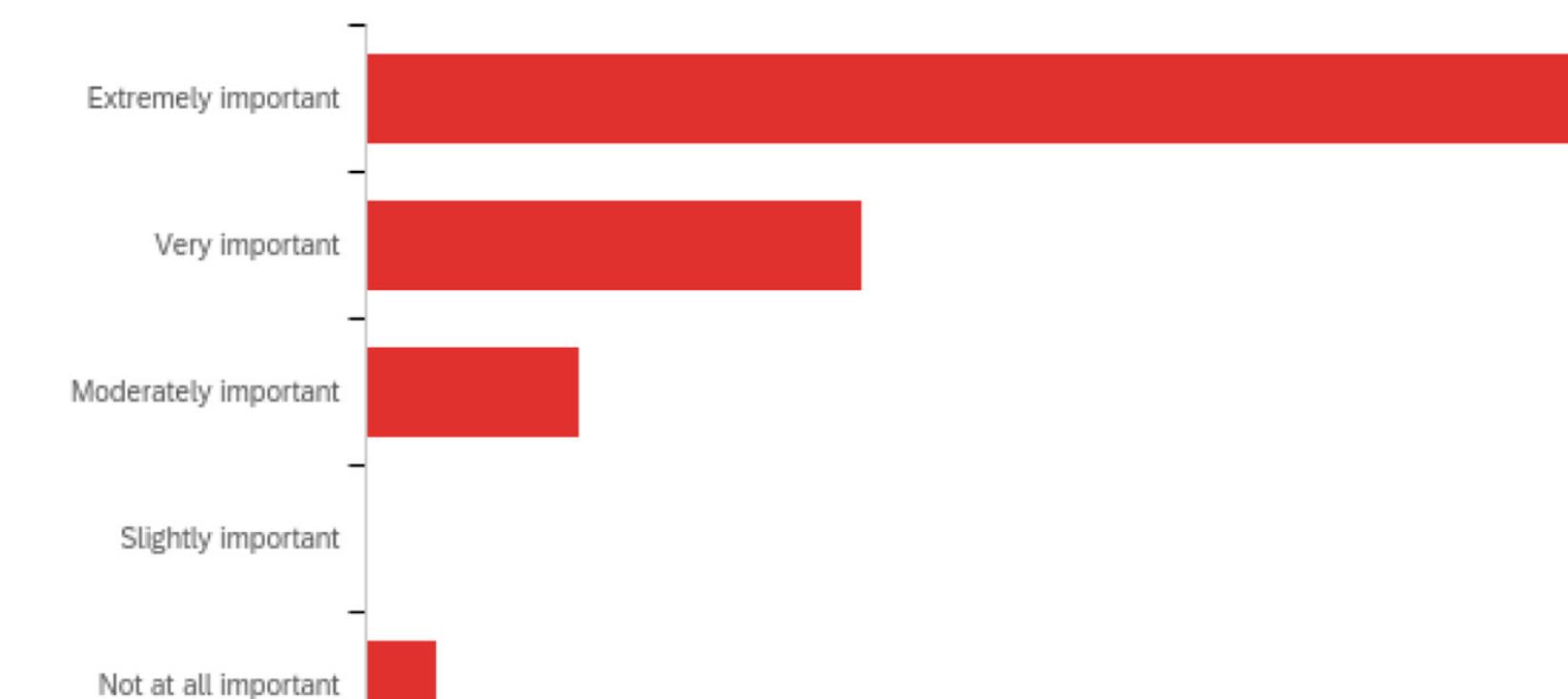
66%

of people don't know the difference between a bank and credit union.

68%

of people have never heard of Affinity Plus.

Q8. How important is a mobile app to your banking experience?



strategy



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HUMAN PROBLEM

College students are lacking sufficient financial knowledge when it comes to making an informed decision about their banking needs. Because of the lack of knowledge, students rely heavily on their parental input for banking decisions.

Wave- Length



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BUSINESS PROBLEM

TCF has a much bigger presence on the University of Minnesota Campus than Affinity Plus.



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BUSINESS OBJECTIVES

- Increase new accounts by 10% (roughly 1,000 accounts) among college aged students.
- Partner with universities to create opportunities for students to buy student text books through Affinity Plus App. 20% of Students at Twin Cities colleges to download app and consider buying.
- Increase student rewards through Affinity Plus app to create incentives for students.



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AUTHENTIC DIFFERENTIATOR

As a credit union, Affinity Plus is dedicated to building a relationship with their users to help educate and advise them along their financial journey, no matter what stage they're at.

Affinity Plus is a smaller, more dedicated team of individuals ready to help you make the choices that are right for you, giving consumers a more personalized experience.



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STRATEGY STATEMENT

Get college-aged students in the Twin Cities **who** don't know the benefits of credit unions **to** think about building financial success **by** choosing Affinity Plus to guide them through their financial journey.

- Standing out against TCF by providing education, choose a bank that will actually educate you.
- Get someone who will walk you through your financial journey to help set you up for success.



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Setting *U* Up
For Success.

Wave- Length



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Setting **U** up for success.

CREATIVE STRATEGY Manifesto.

We get it...
College is hard and
the last thing you want to
think about is money.

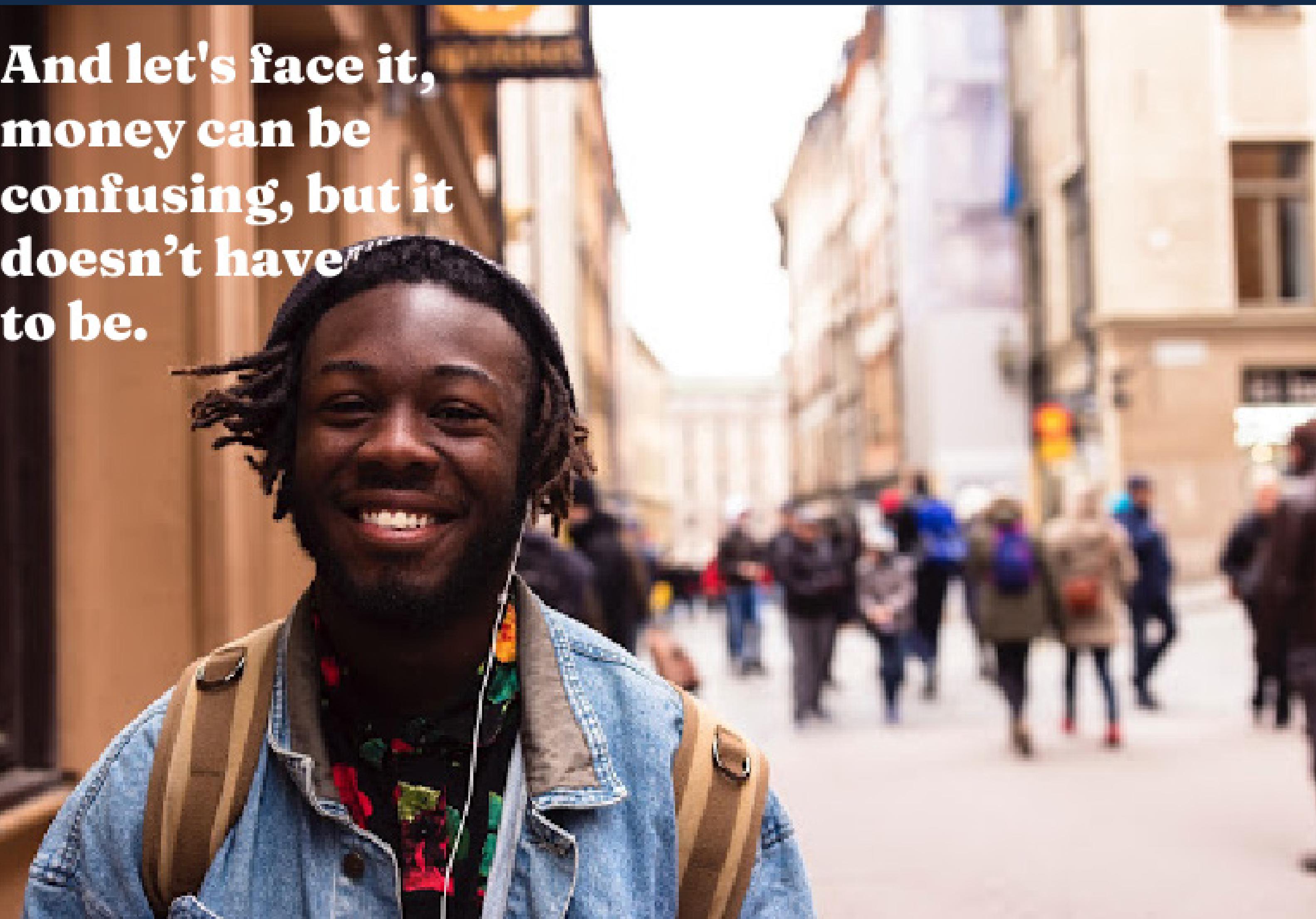


Wave- Length



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CREATIVE STRATEGY Manifesto.



Wave- Length



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CREATIVE STRATEGY Manifesto.



Wave-
Length



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CREATIVE STRATEGY Manifesto.

**That's why we're here.
To help you prepare for your
finances so you can get back
to what matters most,
living life.**

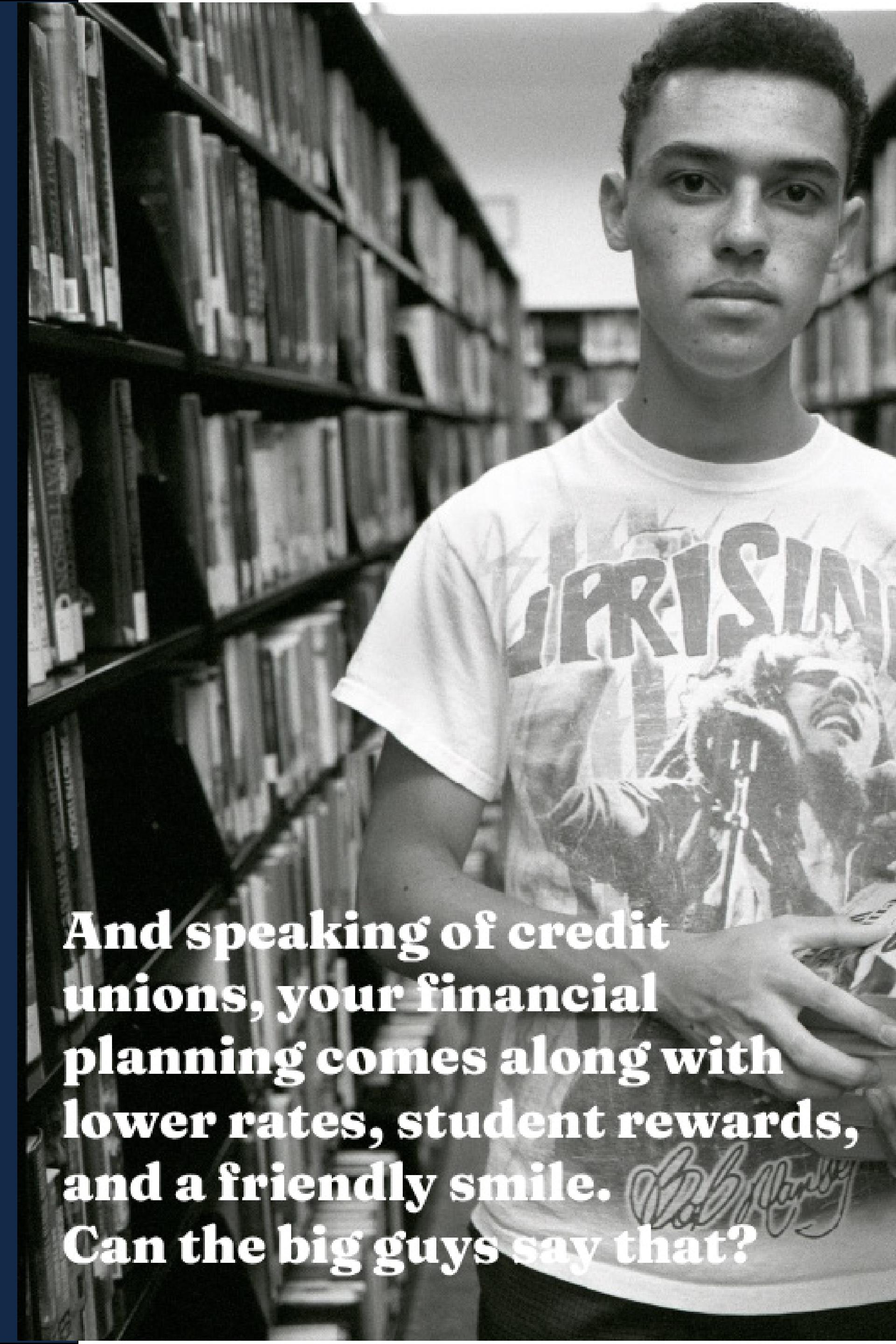


Wave-
Length



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CREATIVE STRATEGY Manifesto.



And speaking of credit unions, your financial planning comes along with lower rates, student rewards, and a friendly smile. Can the big guys say that? *Old Navy*

Wave-
Length



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CREATIVE STRATEGY Manifesto.



**So let's set you up for success.
After all, banking is what we do,
and people is who we are.**



REASON TO BELIEVE

- Students don't have enough knowledge surrounding banking.
- Students don't know the difference between credit unions and large banks.
- Students are still with the bank their parents set them up with.
- TCF has a bigger presence on UMN campus, bringing Affinity Plus into the mix will show students that there are better options.
- Students don't really think about their finances until post graduation. Affinity Plus can educate students on post-grad financial problems that students are not aware of (better rates on student loans, etc).



A large, bold, yellow word "Media" is centered on the page. The letters are partially cut off by a thick, dark blue, curved shape that starts from the bottom left and sweeps up towards the top right, creating a dynamic, wave-like effect.

Media



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MEDIA BRIEF: AN OVERVIEW

TARGET

18-24 year old men and women in the Twin Cities, specifically college students who are driven and optimistic, trendy, ambitious but financially unstable.

BUDGET

\$50,000 with a \$150,000 expandable budget, to be repeatable.

OBJECTIVES

Drive college students to open new accounts with Affinity Plus and increase knowledge.

KPI's: New account openings, Website Visits, Searches, About Us Visits

TIMING

August 1 - September 30, 2021 (to be repeatable).

LOCATION

Twin Cities Only.

CHANNELS

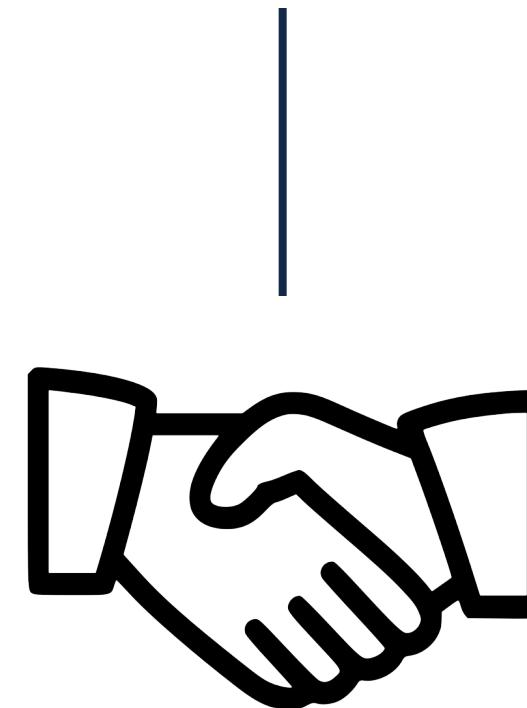
- Digital and Paid social: Instagram, Facebook, LinkedIn, TikTok
- Video: Hulu, YouTube
- Events: Job Fair, Textbook Program, University Course
- Paid Search



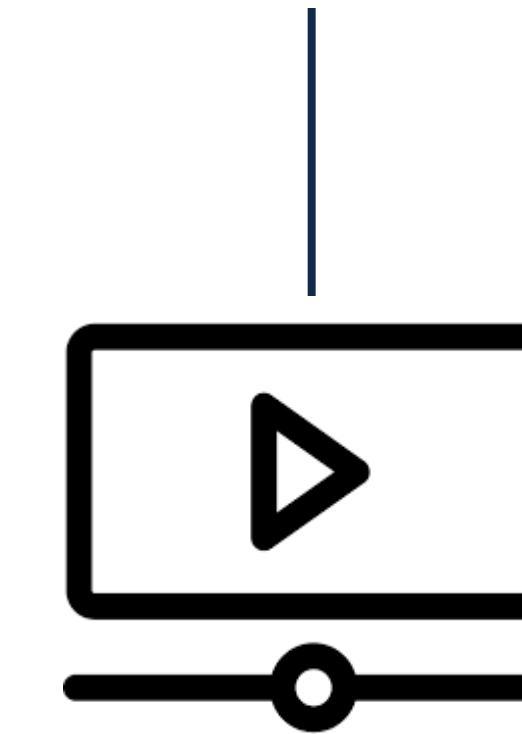
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MEDIA STRATEGY.

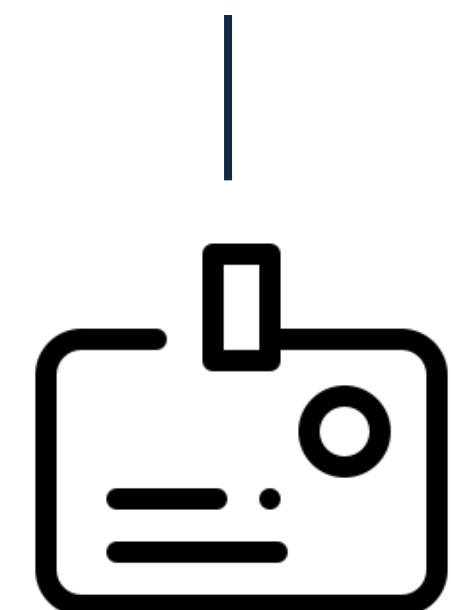
Encourage students to learn more about financial success and set them up for success by engaging them through experiences,



In Person Experiences



Paid Social + Search
+ Streaming



New Membership



Affinity Plus
Website



PAID MEDIA

OVERVIEW

Social and streaming spending used to increase awareness of Affinity Plus and drive website visits to get audience to learn more about our benefits.

Setting U Up For Success

- Banner Ads
- Social Media (TikTok, Insta, FB, Youtube, LinkedIn)
- Video spots (Hulu & Youtube)
- Paid Search

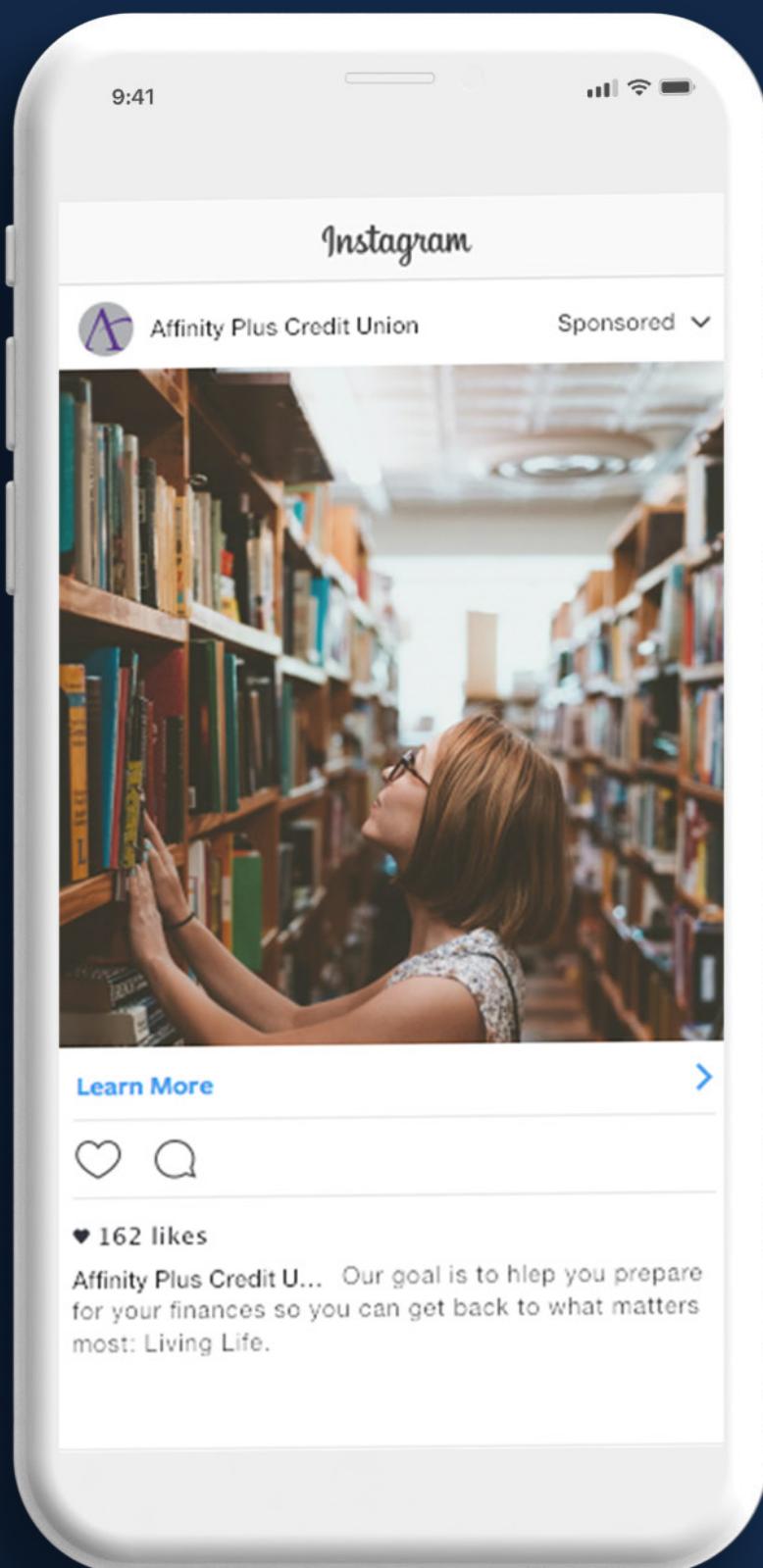
MEDIA DETAILS

Budget: \$40,000, expandable \$120,000

KPI: Cost-per-Click, CTR, Unique Webpage Visits

Estimated Openings: 700 Accounts

INFORM, EXCITE, ENGAGE



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Creative Execution





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Creative Execution



:60 Spot



OWNED MEDIA

OVERVIEW

Connect with our audience face to face and show them first hand the benefits that we offer.

Done via several events:

- Sponsored Job Fair
- Textbook Payment Program
- Student Ambassador
- Sponsored RecWell Events
- University Course

MEDIA DETAILS

Budget: \$10,000, expandable \$30,000

KPI: New Accounts Created

Estimated Openings: 150 Accounts



CONNECT, GIVE, GUIDE



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Financial Course

TOPICS

- Banking 101: Do's and Dont's
- Smart Investing
- Planning for the Future
- Handling Loans
- Thinking about Taxes

INCENTIVES

- 1 UMN or other school credit
- Completion certificate
- Course completion prizes





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EARNED MEDIA

OVERVIEW

Spreading the word. Several hashtags will circulate the conversation. Upon completion of the sponsored course, you will receive a certification on LinkedIn.

- #AffinityPrepared
- Word of mouth from student ambassador
- Press release kit for sponsored course

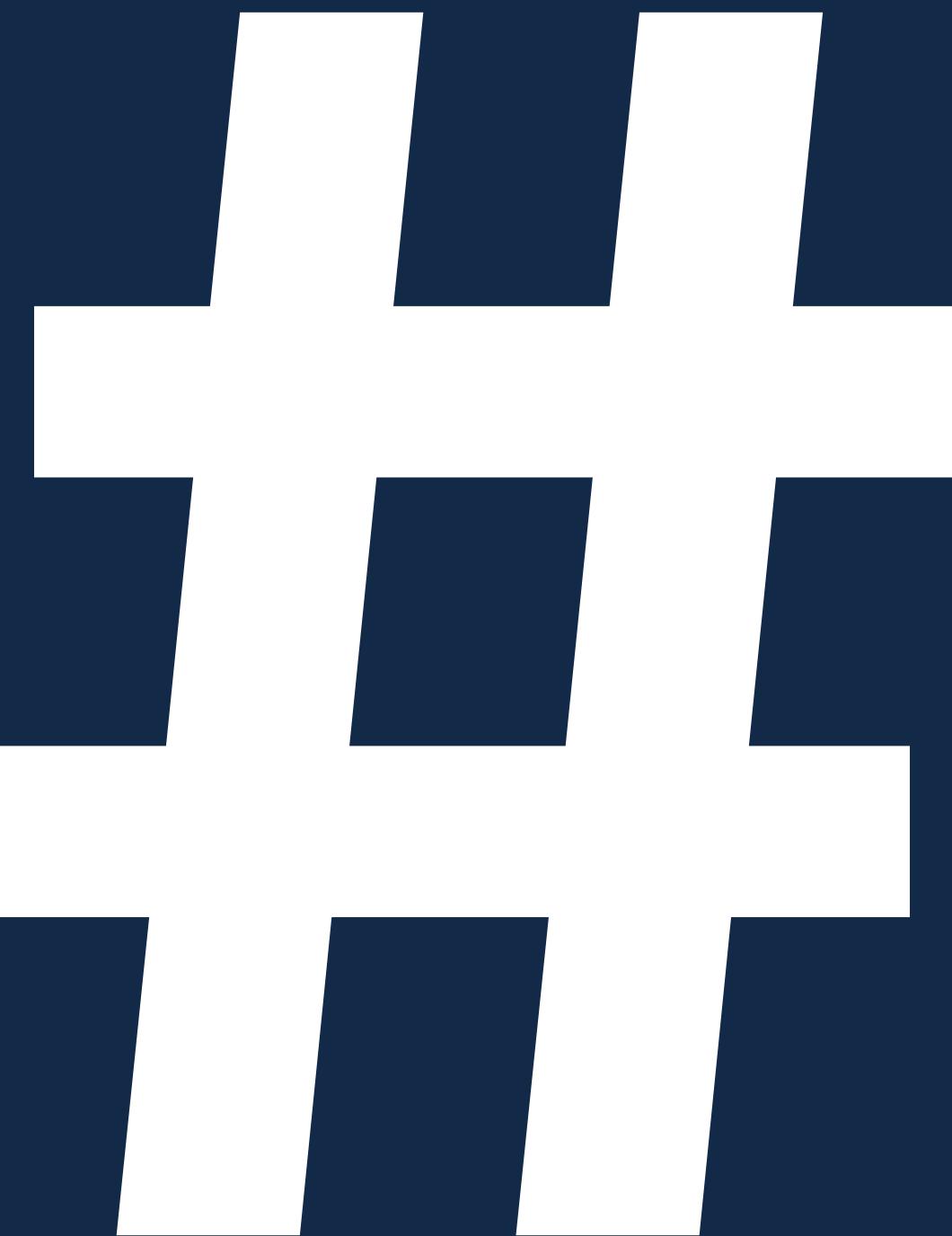
MEDIA DETAILS

Budget: none

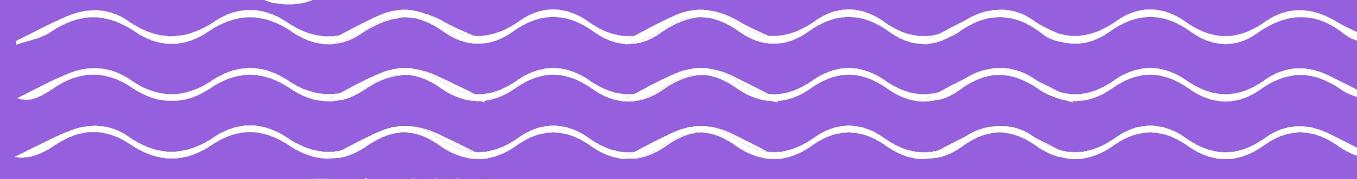
KPI: Hashtag follows/shares, Stories shared

Estimated Openings: 150 Accounts

ADVOCATE, SHARE, SPREAD



Wave- Length



Est. 2021

Student Ambassador





BUDGET

PAID SOCIAL - \$17,000

INSTAGRAM: \$5,000

FACEBOOK: \$5,000

LINKEDIN: \$4,000

TIKTOK: \$3,000

PAID SEARCH - \$4,000

KEYWORDS:

-Banking

-Credit Union

-Bank Account

-Student Account

PAID VIDEO - \$14,000

HULU: \$10,000

YOUTUBE: \$4,000

⁵⁶ BANNER ADS - \$2,000

JOB FAIR - \$3,000

-Signage

-Refreshments

-Space Rental

-Staffing

TEXTBOOK PROGRAM - \$1,000

-Signage

-Staffing

-Promotion

STUDENT AMBASSADOR - \$1,000

-Compensation (scholarship?)

SPONSORED EVENTS - \$3,000

-Signage

-Promotion

COURSE - \$5,000

-Content Creation

-Staffing

-Materials

\$50,000



BUDGET

PAID SOCIAL - \$60,000

INSTAGRAM: \$19,000

FACEBOOK: \$19,000

LINKEDIN: \$9,000

TIKTOK: \$10,000

PAID SEARCH - \$10,000

KEYWORDS:

- Banking
- Credit Union
- Bank Account
- Student Account

PAID VIDEO - \$40,000

HULU: \$30,000

YOUTUBE: \$10,000

⁵⁷ BANNER ADS - \$30,000

JOB FAIR - \$3,000

- Signage
- Refreshments
- Space Rental
- Staffing

TEXTBOOK PROGRAM - \$1,000

- Signage
- Staffing
- Promotion

STUDENT AMBASSADOR - \$1,000

- Compensation (scholarship?)

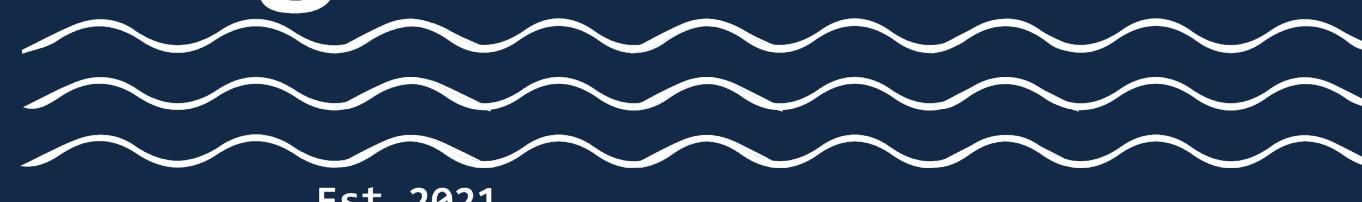
SPONSORED EVENTS - \$3,000

- Signage
- Promotion

COURSE - \$5,000

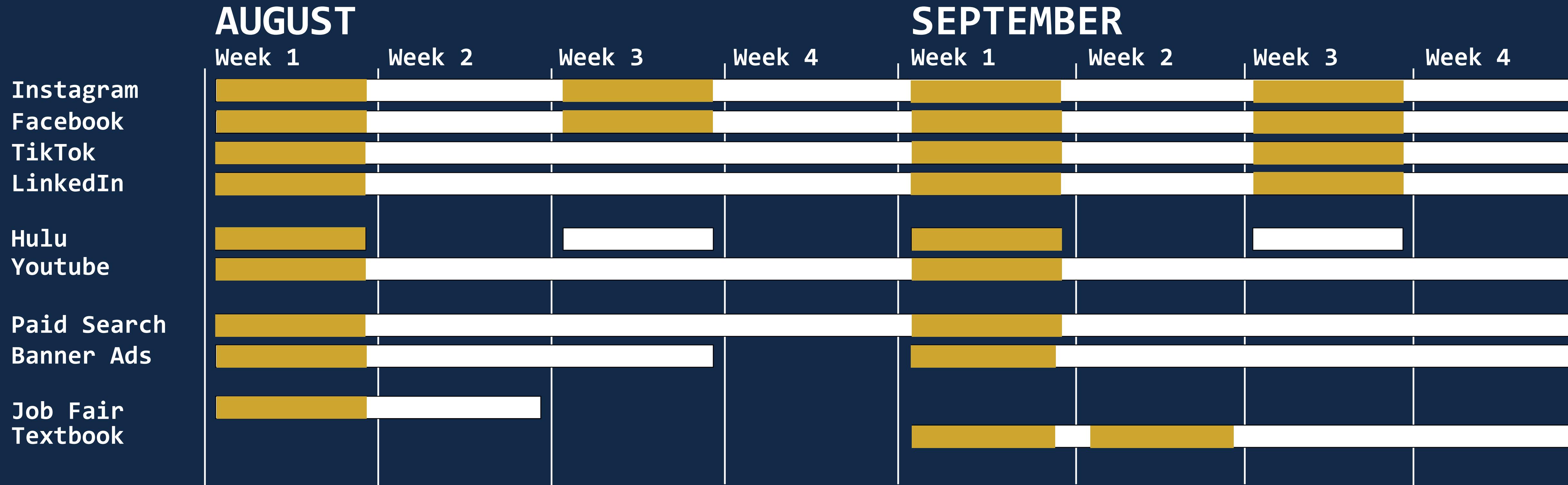
- Content Creation
- Staffing
- Materials

\$150,000



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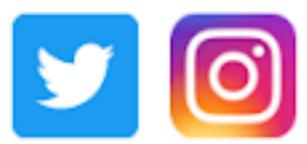
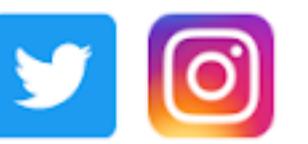
TIMING



= Heavy

Sample Social Schedule

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAT
	<p>Post: General Post about Setting U up for Success with an image of college student (target consumer)</p> <p>Copy: Benefits about Affinity Plus</p> 	<p>Post: New ad spot for consumers to reference on YouTube since companies often have their longer ads on YouTube</p> <p>Copy: Ad Name</p> 	<p>Post: Introducing the financial literacy course, graphic more text-heavy #AffinityPrepared</p> <p>Copy: Logistics and information about the courseee</p>		<p>Post: Introducing the financial literacy course, graphic more text-heavy #AffinityPrepared</p> <p>Copy: Logistics and information about the courseee</p> 	<p>IG Stories Reposting the photo from yesterday with a poll Video from ambassador</p> 

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAT
	<p>Post: A post about Affinity Plus' involvement on campus (job fair, sponsorships)</p> <p>Copy: "Did you know?" style about Affinity Plus</p> 	<p>Post: A post about Affinity Plus' involvement on campus (job fair, sponsorships)</p> <p>Copy: "Did you know?" style about Affinity Plus</p> 	<p>IG Stories: Polls about Affinity's services from an employee or ambassador</p> 	<p>Post: Student rewards with Affinity Plus, the local businesses that are involved - graphic can be pictures of the businesses</p> <p>Copy: Information about the rewards system</p> 	<p>Post: Student rewards with Affinity Plus, the local businesses that are involved - graphic can be pictures of the businesses</p> <p>Copy: Information about the rewards system</p> 	



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MEDIA RECOMMENDATIONS

INSTAGRAM

Connect to new customers and strengthen relationships with existing ones.

- 46% of college students used Instagram in the past 30 days.
- Index of 206.

FACEBOOK

Great site for networking, helps people discover Affinity Plus.

- 70% of college students used Facebook in the past 30 days.
- Index of 123.

LINKEDIN

Our consumer is already here, finances are associated with professionalism.

- 13% of college students used LinkedIn in the past 30 days.
- Index of 114.

ONLINE DISPLAY

Online banner ads, could be within the UofM bookstore, promoting the payment plans for textbooks.

- Use to boost awareness of Affinity Plus.
- Focus on mobile, use for re-targeting.

STREAMING

Hulu and YouTube. For students streaming services offer a discounted monthly price.

- 54% of Hulu subscribers are Millennial or Gen Z.
- 81% of people 15-25 are YouTube Users, most cost effective.
- Mobile ads receive 83% of viewer attention on YouTube.



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EVALUATION & MEASUREMENT

KPI: Open 1,000 new accounts for students across the Twin Cities

- Accounts opened in person via events or in-store.
- Account opening process started on Affinity Plus website.

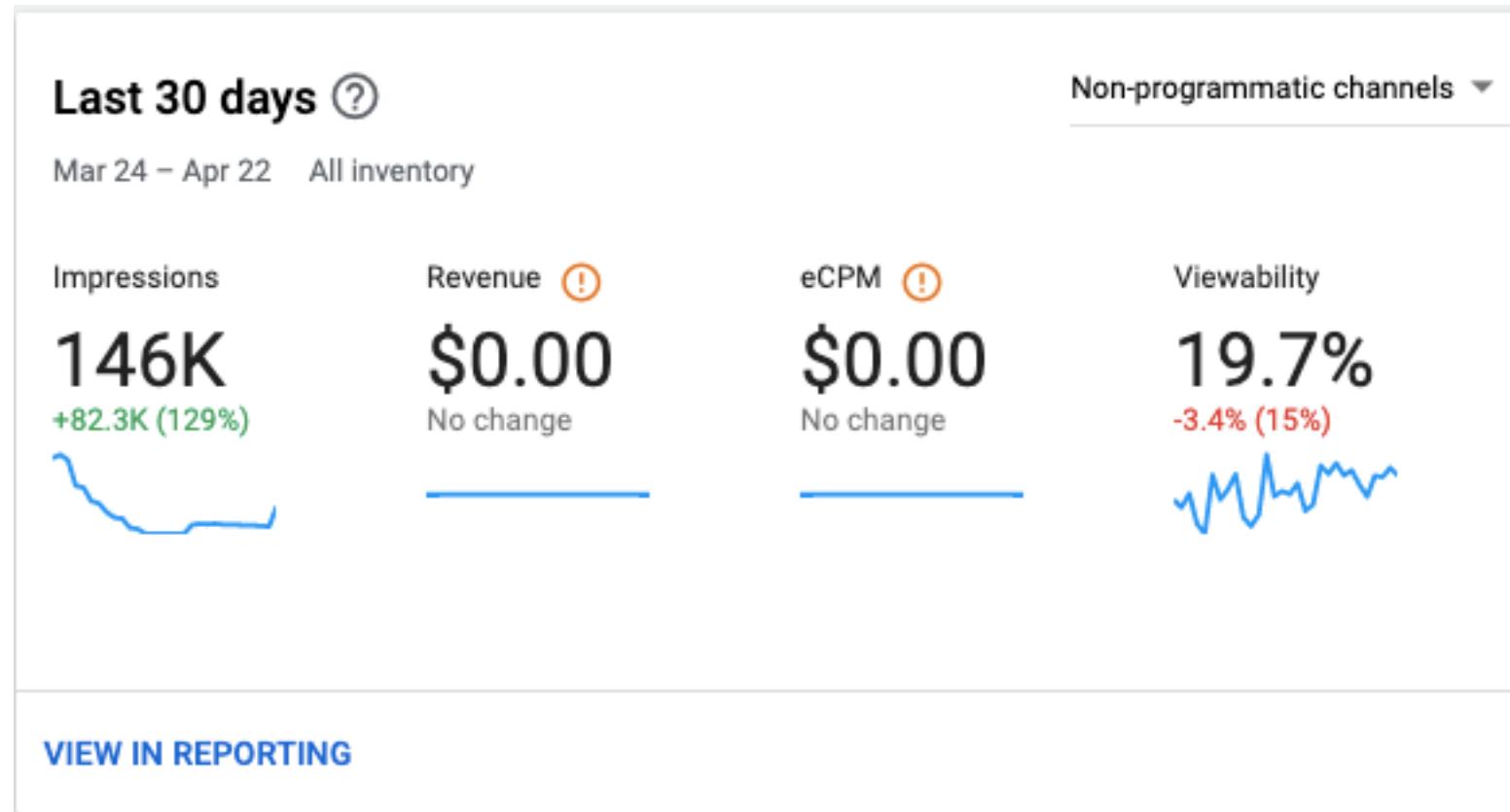
We will also be measuring web metrics on all display ads and paid search, additionally surveying target population after campaign to gauge understanding and awareness.

GOOGLE AD MANAGER

Used to place and schedule ads.

-We can measure:

- Impressions / Viewable Impressions
- Clicks / CTR



Example of an Ad Order

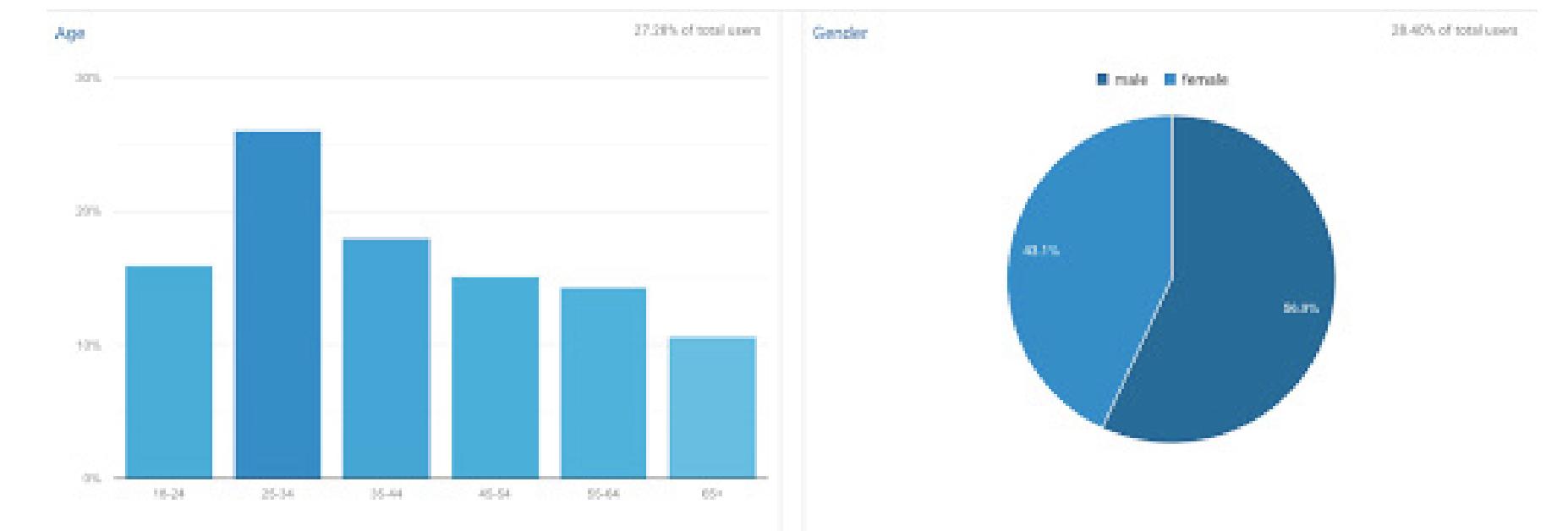
	Name	Wave	Type	Start Date	End Date	Program	Rate	Cost	Impressions	Reactive Bidding	Cross	CTR	Viewable Impressions	GDPR Reporting
<input checked="" type="checkbox"/>	Affinity Plan	1	Completed	March 23, 2021	April 3, 2021	11:59 PM (EST)	100%	\$0.00	12,500 impressions	1,000	5%	0.00%	0 viewable impressions served	GDPR Reporting

GOOGLE ANALYTICS

Used to see who is viewing our ads.

-We can measure:

- Demographics (Age, Location...)
- Psychographics (Interests)
- Time spent on site





IN SUMMARY...

Est 2021

College students aren't equipped with the financial tools they need to fulfill their aspirations.

They also don't know that Affinity Plus is here to help them along their financial journey.

Through primary and secondary research, we know our consumer intimately, and we believe that this campaign fits right into their needs.

They need a convenient and accessible way to navigate the banking landscape.

That's where you come in! By helping students understand their money, they will choose you to guide them into the 'real' world.

Affinity Plus is THE banking solution for college students by emphasizing their unique personality and focus on student's financial wellbeing.

Wave-
Length



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THANK
YOU.



You're well on your way to something great.



WaveLength / 952.023.0021 / Wavelength.com

900 Washington Ave, Suite 6, Minneapolis, MN