

Client Example

Driving Awareness that Works

Northwest Bank—“For What’s Next”

The challenge: Northwest Bank came to Mower, recognizing the need to differentiate and stay relevant in the highly regulated financial services sector. Their concern was two-fold: managing aggressive account open targets and navigating expansion into new regions.

What we did: We needed to convey to existing and potential customers that Northwest Bank was their dependable partner, equipped to provide solutions for every step of their financial journey. Before considering expansion and digging into how to speak to and reach our desired audience, we prioritized understanding the bank’s current positioning and awareness levels.

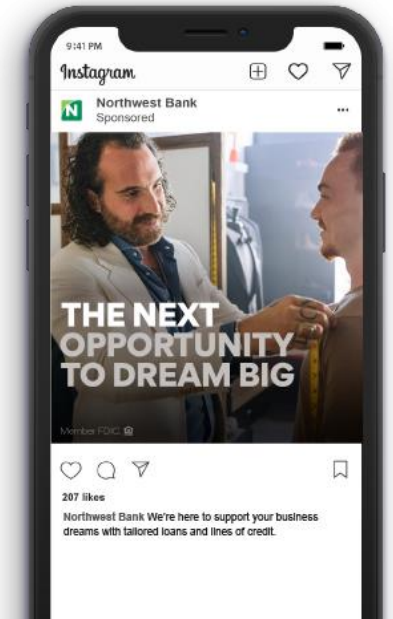
Through a quantitative study, we uncovered that Northwest Bank had limited recognition in its primary markets. Further analysis revealed that the bank was not top of mind compared to its leading competitors, with the lowest awareness figures of all. Elevating baseline awareness became a crucial step in propelling the bank forward.

This challenge was compounded by the need to manage aggressive goals related to checking and home equity loans. We crafted a multichannel plan to strike a balance between building brand awareness and generating demand. This approach enabled us to deliver tangible business results while concurrently strengthening the bank’s brand presence.

To measure our progress, we implemented a brand lift study. Surveys were conducted across the bank’s markets, and we closely monitored results spanning several target audiences to see how the campaign was resonating. This data-driven approach ensured our efforts were consistently aligned with our goals, allowing for agile adjustments as needed.



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The results:

A fully integrated campaign that included broadcast television, CTV, out of home, digital, social, paid search, in-branch and more that launched across four states and generated:

8%

lift in brand awareness
—4x the 1.92%
financial services
benchmark across all
markets

Nearly

2X

the digital
account openings

Over

6%

increase in *unaided*
brand awareness in
just 5 months

3X

more daily home
equity loan
applications