

## CASE STUDY

# Mortgages

*Inspiring First-Time Home Buyers and Refinancers*



## THE TASK

A financial client wanted to engage and motivate first-time home buyers and refinancers, ultimately positioning themselves as having one of the best mortgage rates in the country.

**Campaign KPIs:** Content reach (measured by page views), content engagement (measured by time spent)

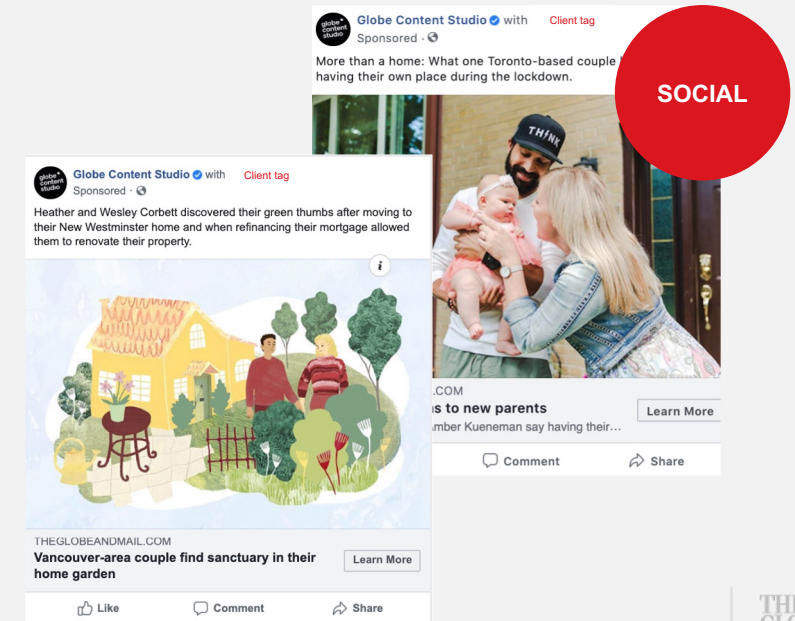
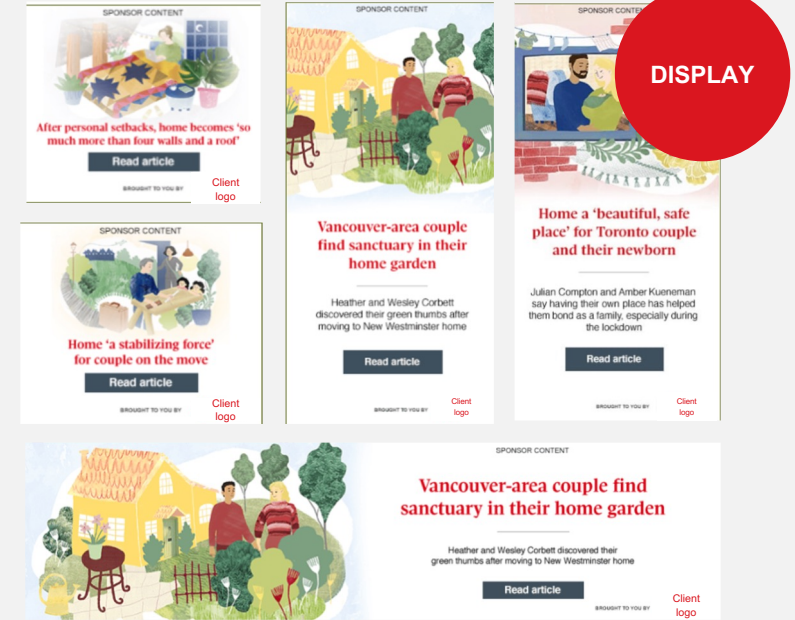
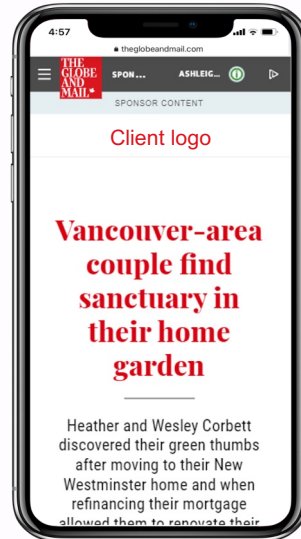
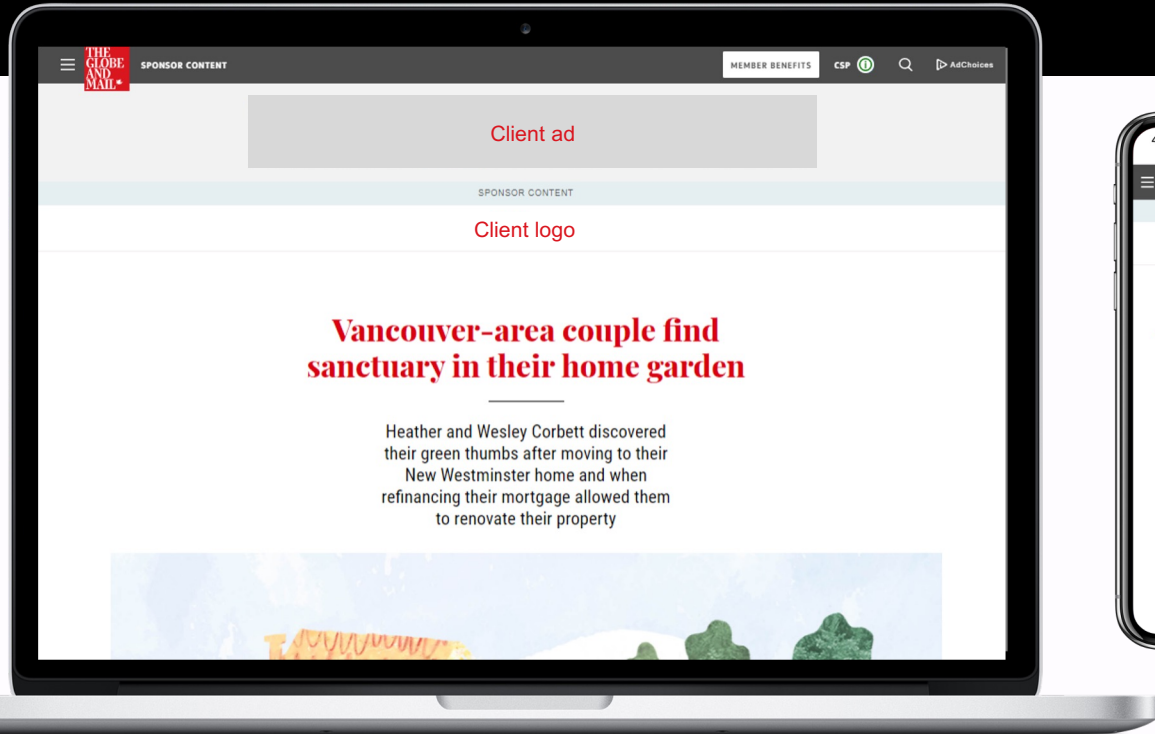
## THE STRATEGY

With the arrival of the pandemic, the solution was to develop content that resonated with first-time home buyers and refinancers, and allowed them to still realize their unique vision of a home – whatever that may be during these unprecedented times.

Globe Content Studio created *At Home*, a sponsor content series to inspire first-time home buyers and refinancers who generally feel that owning a home is a “wise financial decision” and “gives them control”. The financial client’s mortgage experts were integrated into the storytelling where appropriate ways.

Content was amplified with a multi-touchpoint strategy, including display and social formats. A multi-platform brand campaign also ran to augment this custom content series.

# The Campaign



*At Home* is a five-part series asking Canadians to share what home ownership means to them from the perspective of the head and the heart. Each story had dedicated promotional drivers and featured a sidebar prompting readers to connect with one of the financial client's mortgage specialists for expert advice on how to make their dream home a reality.

# The Results

The financial client's mortgages 2020 campaign substantially overachieved on PV goals, resulting in ongoing content partnerships with this client across several lines of business.

**2.5x**

Estimated page views

**5x**

Social CTR compared to industry benchmarks

