

Consumer Credit Card Case Study

Credit card campaign delivers recall scores nearly 40% higher than Captivate benchmarks

Challenge

Drive awareness, raise consideration and increase usage of new credit card

Campaign Recap

NY, Chicago, Philadelphia, Dallas, San Francisco, DC, Houston

8 weeks

Brand integration

7a-7p; 10x per hour

Results

- **71%** total recall; **39%** higher than Captivate benchmarks
- Viewers were **twice as likely** to consider getting this credit card post campaign; consideration **doubled** from 20% to 40%



Captivate Viewers' Credit Card Spending Outpaces U.S. Avg.

