Fexy exceeds goals for an International Financial Institution by driving awareness among food lovers for their new dining rewards credit card.

**PROBLEM**
This large financial institution wanted to drive interest for a new rewards credit card that was being specifically marketed towards food lover demographics. They wanted to raise awareness for their new card among 25-54 year olds who enjoy eating at restaurants as well as those who like to cook at home.

**SOLUTION**
The financial institution partnered with Fexy on Serious Eats. They chose Serious Eats to target food lovers because it is a trusted source for recipes as well as dining out guides, nationwide.

They were able to target their ideal age groups, as 46% of Serious Eats site demographics are made up of 25-34 year olds, 30% are 35-44 and 24% are 45-54. The campaign was run during the highest traffic months of November and December.

Serious Eats ran integrated placements via high-impact site takeovers and large format video pre-rolls. They also created custom content in the form of chef dining out guides and chef recipes. Total number of impressions for the campaign was 50MM, 40% above goal.

**RESULTS**

**Facebook Promotion**
- Added Reach: 486K
- Engagement Rate: 4.38% (Editorial Benchmark: 3.75%)
- CTR to Content: 3.95% (Editorial Benchmark: 1%)

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As part of the campaign, Fexy also included a Brand Lift Insights study with Kantar Millward Brown

Study Set Up
Target Audience: Adults 25 - 54, HHI $100K+

Site Demographics
Age: 25 - 34 = 46% | 35 - 44 = 30% | 45 - 54 = 24%
Gender: Male - 39% | Female - 61%

Control: 100
Exposed: 200 Total (100 per creative type)
Branded Creative Types: Recipe and Dining Out Guides

28% Lift
In Unaided Brand Awareness

4.39% Engagement Rate
On Facebook Promotion content

82% Completion Rate
On pre-roll video, with 6.5MM impressions

BRAND STUDY RESULTS
The campaign resonated with the target audience, achieving significant lift across all Brand Metrics

Unaided Brand Awareness
Overall: +28%
Dining Out: +30%
Recipe: +26%

Aided Brand Awareness
Overall: +19%
Dining Out: +17%
Recipe: +22%

Brand Favorability
Overall: +14%
Dining Out: +18%
Recipe: +11%

Credit Card Benefit
(Message Association)
Overall: +24%
Dining Out: +24%
Recipe: +23%

Intent
Overall: +14%
Dining Out: +12%
Recipe: +16%

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