



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%)

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

www.fexy.com



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

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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%

▶ **Credit Card Benefit**
(Message Association)

Overall: +24%

Dining Out: +24%

Recipe: +23%

▶ **Aided Brand Awareness**

Overall: +19%

Dining Out: +17%

Recipe: +22%

▶ **Intent**

Overall: +14%

Dining Out: +12%

Recipe: +16%

▶ **Brand Favorability**

Overall: +14%

Dining Out: +18%

Recipe: +11%