

A

# CASE STUDY

# ATB Financial

AGENCY: DDB CANADA

REC  
media



WHERE BRANDS  
CONNECT TO  
COMMUNITY

# THE OBJECTIVE

Alberta Treasury Branches, doing business as **ATB Financial**, is a financial institution and Crown corporation owned by the Province of **Alberta**.

ATB Financial wanted to **promote** their brand where the community has always been, in order to:

- **Build** brand awareness
- **Enhance** customer relationships
- **Target** new customers



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[atb.com/HomeIce](http://atb.com/HomeIce)

# THE EXECUTION

Rec Media connected **ATB Financial** with their desired target market by researching, coordinating and managing their campaign from start to finish.

Through face to face interactions, the **brand ambassadors** for ATB Financial were able to access **community arenas** in Alberta, where they handed out branded **cushions** and **blankets** for **spectators** to use while watching the hockey **tournaments!**

The experiential campaign was complimented by **32 Indoor Wall Murals** placed in **22 markets** across Alberta; for a **26 week** term.

# THE RESULTS

Together with the brand **message**, unique out-of-home **environment** and captive **audience** - ATB Financial's campaign yielded approximately **2,879,552 impressions** from the Wall Murals alone!

