

FIFTH THIRD BANK Case Study

3 Million Chicagoans Introduced to Fifth Third Bank

Fifth Third Bank decided to expand into the highly competitive (and very expensive) Chicago market. They challenged Sunrise to come up with a big idea to demonstrate their commitment to the Chicagoland community without breaking the bank.

Knowing that many C-Suite decision makers and professionals regularly stop at Union Station, the city's main terminal for commuter trains, Sunrise recommended a strategy called "Station Domination." We took over every piece of marketing real estate inside and outside the station. And even though the budget only allowed for a one-month run, over 3 million Chicagoans were exposed to more than 200 relevant brand messages across all lines of business.

Contact Marci Grzelecki for more information:
mgrzelecki@sunriseadvertising.com or 513-333-4702





STRATEGY



OUTDOOR



MEDIA BUYING



MEDIA PLANNING



EXPERIENTIAL



With focused messaging and inviting imagery of the city and its people, we built brand awareness and communicated Fifth Third's long-term commitment to the community. The campaign was so successful that they expanded the concept to three additional terminals the following year.