

Presented by UMass Amherst:

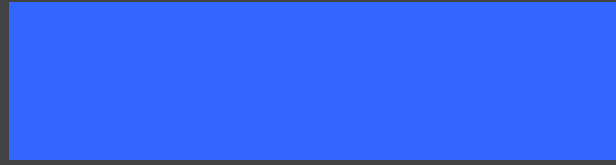
# 2014 Credit Karma Campaign

**Team Members:** Davies DeCesare-Fousek, Gabriel Sehringer, Stephanie Berenson, Juliette Sandleitner, Haley Lapomardo, Olivia DeAngelo, Phil Rosario, John Lanen, Hannah Singleman, Julia Keefe, Richard Nguyen, Zoey Sloate, Jess Eklund, Josh Perry, Jess Berube, Melissa Webb

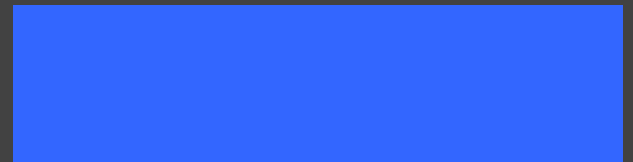


# Executive Summary

- Launched multi-channel campaign centered around Credit Karma's ease-of-use to appeal to UMass students
- Brand awareness of Credit Karma increased from 32% of sampled students pre-campaign to 55% post-campaign
- Campaign made hundreds of impressions and drove 514 visits to unique campus URL - led to 28 sign-ups



# Pre-Campaign Planning & Research



# Objectives

- Educate our target market on the importance of understanding and managing credit through Credit Karma
- Drive target market to become members of Credit Karma
- Inspire audience to think about what steps they should be taking to plan for future financial independence and adulthood

# Audience

- UMass students who own credit cards and are interested in their personal finances
- UMass students who own credit cards but have limited understanding and/or minimal motivation to seek out information
- Credit card holders in the Amherst community between the ages of 22 and 50

**Strategy:** We chose our audience because being on a college campus, we have the maximum possible influence and visibility among students. Additionally, students are reaching financial independence and are becoming interested in being financially responsible.

# Data & Methodology

## **Preliminary research with objective of:**

- Learning how students interact with their credit scores
- Understanding which brands student recognize in the industry (and how they value those brands)
- Hearing what some students think about Credit Karma
- Benchmarking some metrics for post-campaign analytics

**Primary data source:** All numbers are from a survey we created with Qualtrics software which was distributed on social media channels & through classes across campus

# Research Conclusions: Credit Scores

- Most students are aware of the importance of credit scores
  - Only 27% are "very confident" in making financial decisions involving credit
  - 29% reported being "moderately confident"
- Students are not confident making credit-related decisions
  - 75% indicated it was "very important" to have a good credit score 15% moderately important

# Research Conclusions: Competition

- Students indicated awareness of a number of credit monitoring services
  - Identified FreeCreditReport.com as biggest competitor among our audience
  - 68% of students reported knowing about FreeCreditReport.com compared to 52% being aware of Credit Karma
- When asked about the value of both services, 43% of all sampled students thought unfavorably or were unsure of Credit Karma's value
  - 51% of students unfavorable/unsure about value of FreeCreditReport.com

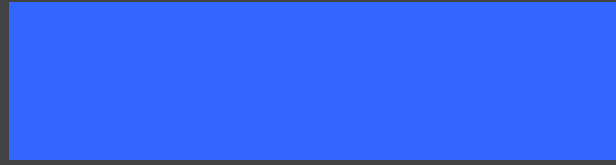


# Problem

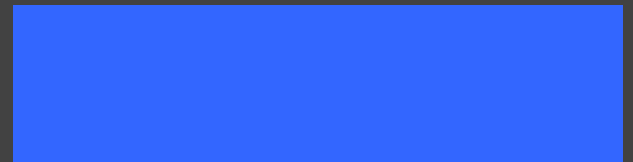
- Consumers are not confident in their ability to make financial decisions relating to credit
  - Of 157 students sampled, 59% didn't know their credit score
  - 31% of students sampled didn't even know where to look
- Credit monitoring services have an unreliable reputation and are often seen as complicated and deceptive

# Insight

When making financial decisions, students are hesitant to be locked into a commitment without feeling fully confident and knowledgeable about their decision.



# Creative Strategy & Execution



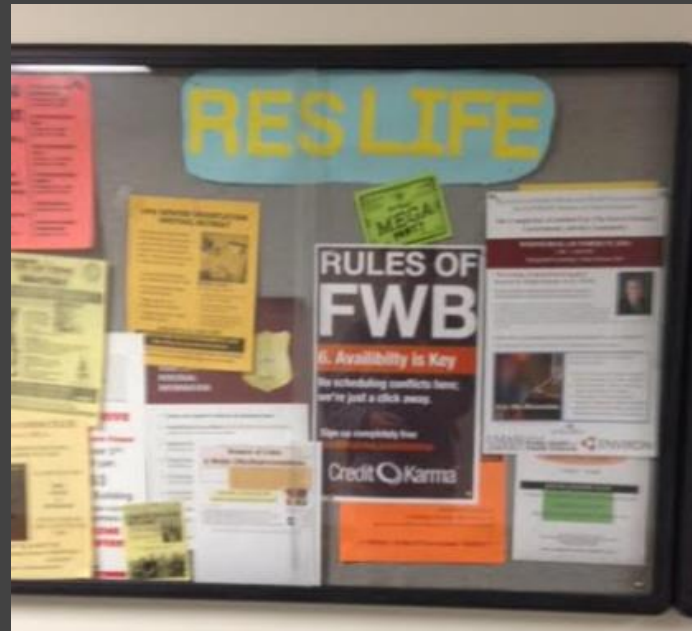
# Creative Strategy

**In order to make students feel at more ease about signing up for Credit Karma, we centered our campaign around the lack of commitment required to create an account and use Credit Karma's service:**

- Highlighted free sign-up and usage of Credit Karma's features
- Decided to riff on the popular phrase “friends with benefits” (FWB)
- Elements of an FWB: Convenient, casual, and a lack of commitment
- Chose tagline “Free with Benefits” (also FWB) for campaign

# On-Campus Print

**Strategy:** Post around campus in locations where students either  
A) already have their credit in mind (i.e. ATMs)  
B) have time to read posters (i.e. Bus stops)



# On-Campus Print Template

## RULES OF FWB

### 4. Quick & Easy

We get it, you're busy.  
Get your score, financial tips,  
and go.

Sign up completely free  
[creditkarma.com/umass](https://creditkarma.com/umass)

Credit Karma™

## RULES OF FWB

### 5. Learning Experience

Start preparing for the serious  
stuff now.  
That's what college is for, right?

Sign up completely free  
[creditkarma.com/umass](https://creditkarma.com/umass)

Credit Karma™

## RULES OF FWB

### 6. Availibilty is Key

No scheduling conflicts here;  
we're just a click away.

Sign up completely free  
[creditkarma.com/umass](https://creditkarma.com/umass)

Credit Karma™

# Off-Campus Print

## Strategy:

- To create content focusing on members of the Amherst community, ages 22-50, who own credit cards
- To stress the benefits of the financial services offered by Credit Karma
- To portray Credit Karma as a helpful and friendly financial guide

## Placement:

- We created print ads with which our audience would interact in relevant “moments”
  - The “Looks like we have a mess to clean up” poster with the stain was placed in Laundromats in Amherst
  - The poster with the guy on his couch was put up in apartment complexes in Amherst

# Off Campus Print




**Looks like we have a mess to clean up.**

Credit Karma makes it easy to keep an eye on your score.

No commitment, no prior knowledge, just a helping hand.

[creditkarma.com/umass](https://creditkarma.com/umass)

Credit Karma




**Looks like we have a mess to clean up.**

**Bad credit stains more than your shirt.**

Credit Karma

[creditkarma.com/umass](https://creditkarma.com/umass)





# Social Media

## (Twitter: @CreditKarmaUM)

### Strategy:

- Create a reputation and tone connecting to the Free With Benefits campaign
- Encourage tweets as viral content.
- Disseminate information about strong credit while driving traffic to sign-up URL
- Reach out to Twitter community through searches related to key words such as “credit”, “credit score”, “credit help”, etc.
  - Engage with community and lighten the mood surrounding credit while encouraging sign-ups

# Social Media in Action



**Credit Karma UMass** @CreditKarmaUM · Nov 7

You can check your scores once/day at CK, and it's a soft inquiry so it doesn't even lower your score. Check us out @ [creditkarma.com/umass](https://creditkarma.com/umass)

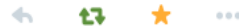


**Credit Karma UMass**  
@CreditKarmaUM



Following

My anaconda don't want none unless you got funds, son! Check out [creditkarma.com/umass](https://creditkarma.com/umass) to make sure you've got some.



RETWEETS  
6

FAVORITES  
9



8:15 PM - 29 Oct 2014



**Credit Karma UMass** @CreditKarmaUM · Oct 28

No, financial management does not mean hiding your cash in your underwear drawer. Figure it out at [creditkarma.com/umass](https://creditkarma.com/umass)



**Andrew Todosciuk** @DudeTodosciuk · Nov 10

Lmaoooo my credit score is 739, I must be doing something right in life 🍷



**Credit Karma UMass**  
@CreditKarmaUM



Following

You're making us swoon, @DudeTodosciuk!  
Is that your once a year check of your score?



3:56 PM - 10 Nov 2014



Reply to @CreditKarmaUM @DudeTodosciuk



**Andrew Todosciuk** @DudeTodosciuk · Nov 10

@CreditKarmaUM Just checked at my local 53 to see if I can get approved for a line of credit. Doesn't look like I'll have a problem 😊



**Credit Karma UMass** @CreditKarmaUM · Nov 10

@DudeTodosciuk You're on top of things, congrats! If you'd like a hand monitoring that score 24/7, [creditkarma.com/umass](https://creditkarma.com/umass) has your back!



# Public Relations

**Strategy:** Identified top local print/digital publications for our target audience

- Massachusetts Daily Collegian
- Daily Hampshire Gazette
- Valley Advocate
- Amherst Wire
- Isenberg School of Management

# Public Relations: Hook

"UMass Amherst's student-run advertising agency (UMass AdLab) is one of 20 schools nationwide selected to participate in the Credit Karma Campus Challenge. The competition, sponsored by Credit Karma and hosted by EdVenture Partners, challenges students to develop a multimedia marketing campaign to teach consumers how to manage their credit using Credit Karma, as well as increase membership to the site."

# Tabling in Dining Halls

**Strategy:** Given the large percentage of students who are on the campus meal plan (100% of freshmen & sophomores), "table tents" have a potential reach of over 50% of the entire student population

**Execution:** Distributed throughout dining halls, student centers, and learning commons around campus.



# Chalking Around Campus

**Strategy:** Increase awareness for Credit Karma brand and FWB campaign through an unconventional channel – writing our message in chalk around the UMass campus



# Events Strategy

## Events Strategy:

- Create awareness of Credit Karma at UMass in a personal way
- Engage students in conversation about credit and financial responsibility
- Provide students with a tangible take-away from the event (t-shirt, karma card, etc.)
  - All marketing materials include the sign-up URL and Twitter handle



# Events

## 1) Karma Cards and Candy

- Distributed karma cards as “random acts of karma” to 150 students

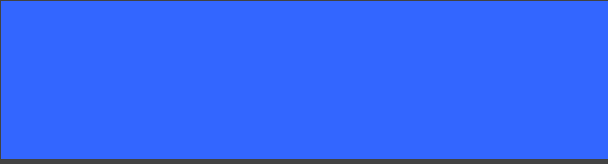
## 2) Custom T-shirt Giveaway

- Claimed by 100 students – shirts will continue to be worn on UMass campus long after campaign is over

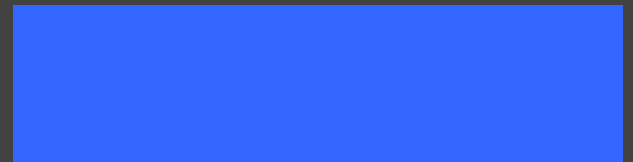
## 3) Credit Karma Word-of-Mouth Promotion







# Campaign Results



# Post-Campaign Research

## Strategy:

- Distributed a survey to understand student awareness of our campaign
- Benchmarked perceptions about Credit Karma
- Measured how interaction with various campaigns affected perceptions about the brand

# Post-Campaign Survey Results

## Awareness of campaign among sampled students:

- Table tents: 24.7% of sampled students
- Posters: 20.5% of sampled students

**Total brand awareness of Credit Karma increased from 32% of sampled students pre-campaign to 55% post-campaign**

- 514 Redirects & 28 new Credit Karma members!