



SUPPORTING A CHANGE OF HANDS

The Delaware-based WSFS Bank underwent a massive acquisition of the large Philadelphia-based bank system, Beneficial Bank.

When the acquisition was complete, WSFS announced that Beneficial would continue business as usual for its customers, but Beneficial banking offices would soon be rebranded as WSFS Bank.

To support this change of hands and build excitement around it and the new brand, WSFS deployed a two-week integrated, shadowfencing campaign in various parts of Philadelphia, including Rittenhouse Square, The Museum of Art, Old City and Broad Street Sports Stadium Complex.

The shadowfencing strategy was integrated into the mobile billboard's GPS systems to serve complementary digital ads to those who entered the moving geofence, helping to introduce consumers to the new bank in their neighborhood.



Shadowfencing CTR's were **342%** compared to the Industry average; geofencing CTR's were **277%** compared with industry average.



Mobile Impressions
627,509



Total Clicks
3,055



Click-Thru Rates
Shadowfence: 0.52%
Geofence: 0.44%



WSFS bank

ABOUT THE CLIENT

We Stand For Service®

WSFS Financial Corporation is a multi-billion dollar financial services company. Its primary subsidiary, WSFS Bank (Wilmington Savings Fund Society), is the oldest and largest locally-managed bank and trust company headquartered in Delaware and the Greater Delaware Valley. We Stand for Service® is their mission and daily call to action.

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