



campaign summary: wachovia

Client Name: Wachovia
Campaign Name: Wachovia Denovo Branch launch

Campaign Objective:
Build awareness about the new bank branch opening. Drive traffic into the bank branch for Wachovia financial advisors to begin dialogue.

Generate interest and drive traffic without interfering with adjacent Wachovia bank branches located a few blocks away.

Engage public by displaying animated graphics and inviting them to play a puzzle game to win a gift card.

Drove traffic into the bank by custom printing raffle tickets for the \$200 gift card - a custom printed raffle ticket was to be filled out in the bank branch.

Campaign Location:
Washington D.C

Measurement:
1 engagement every 2.8 minutes

Client Comments:
"Adwalker® measurably increased traffic to the 12th and K Wachovia branch grand opening. People were drawn to the Adwalkers® where they learned about the opening and played a fun game and trivia contest. At the end of the short engagement, the Adwalkers® printed an invite to an in-branch raffle. The Adwalker® raffle and game interaction drove the majority of traffic into the branch and provided our staff the opportunity to begin a dialogue. Adwalkers® demonstrated the ability to attract qualified visitors to our new branch location."

- Cecil Burrowes, Wachovia Sales & Marketing



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