



campaign summary: bank of america (USA)

Client Name: Concentric Communications

Campaign Name: Bank of America Takes Over New York

Campaign Objective:

Engage consumers to view an interactive demo and take a survey on online banking and investing.

Other media pushed messaging outbound to consumers. When a person was interested in finding out more about the campaign, they would approach the Adwalker®, view the interactive demonstration, take the survey and then be directed to the “Zero Zone” in Bryant Park.

Campaign Location:

14 teams spread across New York City

Measurement:

1 engagement every 8 minutes

Client Comments:

Corin Gutterage (*Account executive – Concentric Communications*) said that Bank of America was extremely pleased with the use of Adwalkers®. They had a great experience and liked the interactive element.

