

Print Ads



CHALLENGE

MSHDA offers Michigan residents who qualify a variety of programs to assist them in new or first-time home purchases. The Down Payment Assistance program (DPA), in particular, suffered from low awareness and difficulty in making its complexities understood.

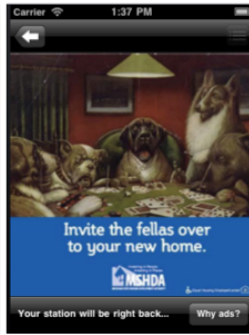
SOLUTION

Pace & Partners first conducted research to better understand likely candidates for the DPA program, who turned out to be singles, age 30. Pace developed a highly targeted, creatively engaging campaign aimed at this group of first-time homebuyers. The campaign had a strong digital focus supported by print advertising run in targeted publications across the state.

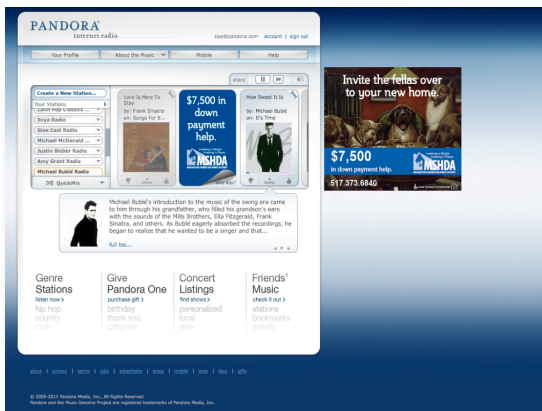
RESULTS

This campaign shattered expectations and was a tremendous success across all sites and networks upon which ads were placed. Pandora web, audio and mobile ads – as a campaign – outperformed Pandora’s click-through averages by 20 percent, receiving the highest click-through rating (CTR) on Pandora’s Android/iPhone mobile ad banners of .87 percent.

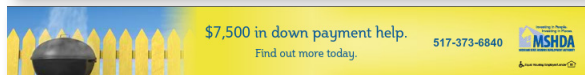
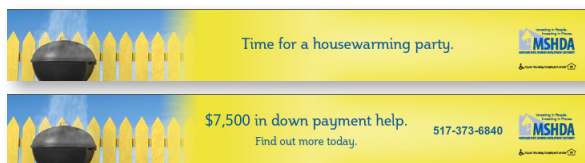
COMMUNICATIONS



Mobile Ads



Pandora Ad



Web Ads

