

# VICTORY ON THE HOMEFRONT!



## Problem

Markle Bank wanted customers to take advantage of the special mortgage offer they had available. This no-closing cost offer is a huge deal to those who have a mid to high interest rate and don't want to spend money on closing costs to obtain a lower rate.

## Process

Markle Bank always likes to use WMEE and their Federated Media reps to come up with a snappy idea for new campaigns. We offer integrated solutions, using not only traditional commercials, but events, web and mobile for complete solutions.

## Plan

We had to convey the message that Markle Bank was offering mortgages with no closing costs for a limited time. The main piece to this campaign was a catchy message that created a sense of urgency in the mind of the consumer.

## Performance

The mortgage loan challenge was a success. At the end of the campaign, WMEE rep, Kristen Kimmel, spoke with a loan officer about remortgaging her house with this great offer. The loan officer was booked solid, but still serviced Kristen. A great offer combined with a great partner made for a successful campaign.

**97.3wmee**  
Today's Best Variety