

AHFC 2011 Mortgage Marketing Campaign Alaska Housing Finance Corporation

PLANNING & CONTENT

The objectives of the 2011 Alaska Housing Finance Corporation (AHFC) Mortgage Marketing Campaign were to: 1) Increase public awareness of AHFC as a loan provider; 2) Increase public awareness of the AHFC First-Time Homebuyer loan program; 3) Increase the number of AHFC backed loans; and 4) Increase attendance of the AHFC HomeChoice™ class for first-time homebuyers.

The target audience for the campaign was first-time homebuyers, who are typically in their early thirties, half of whom are married and have children. The secondary audience for the message is lenders and real estate professionals.

AHFC is striving to be top-of-mind for homebuyers in Alaska. The principal objective of the campaign is to prompt first-time homebuyers to ask their lenders: "What about a first-time homebuyer loan from AHFC?" If that question is in their minds, and AHFC has become a trusted guide for Alaska's first-time homebuyers, then AHFC is not solely dependent on lenders to include AHFC as an option when presenting loans; Alaskans will require them to provide the AHFC loan as an option.

CREATIVITY & QUALITY

The objectives were to: 1) Develop creative that would appeal to the target demographic, which is typically in their early thirties; 2) Create a comprehensive, integrated campaign focused on the first-time homebuyer HomeChoice™ class; 3) Convey the following messages: a) AHFC offers great interest rates for with their first-time homebuyer programs; b) AHFC makes buying your first home easy; c) AHFC helps you make smart homebuying decisions with its free HomeChoice™ class.

AHFC developed a fictional couple, Jen and Matt. Jen and Matt took the AHFC HomeChoice™ class and purchased their first home. They now act as advocates for the program, showing others the far-reaching positive outcomes of owning a new home. Because they now own their home, they have a yard, so they were able to have a BBQ party. They were also able to buy a pet, which is something that's often difficult for renters to do.

The attached campaign shows Jen and Matt trying to decide on a pet. It gives the viewer information about AHFC's first-time homebuyer loan, but also calls on them to be a part of the process by helping Jen and Matt choose a pet on Facebook. The social media application is an opportunity to give more information about AHFC and its first-time homebuyer program than what is allotted on a print ad or in a 30-second commercial. Additionally, the chosen pet will be illustrated into the next spot, which prompts the viewers to share the information with friends and family so that their pet choice is more likely to win. All participants will receive an email from AHFC letting them know when it's time to vote, which presents just one more opportunity to talk to the viewer about AHFC.

TECHNICAL EXCELLENCE

The objectives were to: 1) Leverage all media types that were relevant to the target audience; 2) Create interactive spots that drove additional viewership through viral campaigns; 3) Infuse a young, hip and friendly vibe to a process that may, to first-time homebuyers, seem daunting.

RESULTS

Since its release in 2011 there has been a 55 percent increase in Alaskans signing up for the AHFC first-time homebuyer's class. We've seen that one third of these attendees typically end up with an AHFC first-time homebuyer loan.