



**2013 Annual Awards Entry Form**  
(Complete one for each entry.)

Entry Name Down Payment Fairy Campaign

Fill out the entry name *exactly* as you want it listed in the awards program.

HFA Michigan State Housing Development Authority

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Entry form with description, check(s), and visual aids (optional) must be received by NCSHA by **Monday, July 1, 2013**.

Use this header on the upper right corner of each page.

HFA: Michigan State Housing Development Authority (MSHDA)

Entry Name Down Payment Fairy Campaign

Communications	Homeownership	Legislative Advocacy	Management Innovation
<input type="checkbox"/> Annual Report <input type="checkbox"/> Promotional Materials and Newsletters <input checked="" type="checkbox"/> Creative Media	<input type="checkbox"/> Empowering New Buyers <input type="checkbox"/> Home Improvement and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input type="checkbox"/> Federal Advocacy <input type="checkbox"/> State Advocacy	<input type="checkbox"/> Financial <input type="checkbox"/> Human Resources <input type="checkbox"/> Operations <input type="checkbox"/> Technology
Rental Housing	Special Needs Housing	Special Achievement	<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO <div style="border: 1px solid black; padding: 2px; text-align: center;">Are you providing visual aids?</div>
<input type="checkbox"/> Multifamily Management <input type="checkbox"/> Preservation and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input type="checkbox"/> Combating Homelessness <input type="checkbox"/> Housing for Persons with Special Needs	<input type="checkbox"/> Special Achievement	

**Michigan State Housing Development Authority (MSHDA)  
Entry: Down Payment Fairy Campaign  
Communications: Creative Media**

**MSHDA: Down Payment Fairy Campaign**

Like many Housing Finance Agencies (HFAs) across the country, the Michigan State Housing Development Authority (MSHDA) is the sole institution in the state that offers a Down Payment Assistance (DPA) program and other advantageous loan products to eligible first-time homebuyers with low to moderate incomes. Despite the program's obvious benefits and low interest rates, MSHDA historically has received scant attention from potential borrowers due primarily to a lack of awareness among the target audience. In 2013, MSHDA launched a new marketing campaign that integrates traditional public relations and inexpensive marketing strategies with innovative, low-budget social media activities. The initiative has successfully elevated awareness about MSHDA's home loan opportunities, including a record 107 loan commitment approvals in May. MSHDA is on pace to complete 1,596 loan program reservations this year, which would be a 62 percent increase over 2012 and would represent the highest number of approvals in MSHDA's history.

**BACKGROUND**

MSHDA offers Michigan residents who qualify a variety of homeownership programs to assist them in new or first-time home purchases. One of these financial tools is a single-family home loan product with marketplace-competitive interest rates. Another program is the Down Payment Assistance program, which provides low- and moderate-income homebuyers a zero-interest loan up to \$7,500 to help with incidental costs associated with buying a house, such as down payment, closing costs, "pre-paid" requirements or home inspections. The challenge for MSHDA has been minimal awareness of these programs (which can be used independently or together) and difficulty understanding the complex application process. MSHDA developed a campaign intended to let young potential homebuyers know that homeownership is within their reach because MSHDA has programs to help them, and to drive these prospective homeowners to MSHDA's website or call center for additional information.

**RESEARCH**

MSHDA first conducted research to better understand the likely candidate for these programs, which turned out to be Michigan singles, ages 28–38, and to understand the information-gathering and decision-making process used by likely MSHDA home loan prospects. Additionally, MSHDA conducted secondary web research and reviewed data on past loan recipients. This research and data helped to guide campaign strategy, recommendations and messaging. Taking into account both the demographic target and primary research findings, which demonstrated that most information about homebuying is gathered online, MSHDA pursued a highly targeted, creatively engaging, primarily digital campaign aimed at this group of first-time homebuyers. Additionally, research revealed that multiple reasons spur the decision-making process to buy a home. MSHDA's findings shaped the campaign to include multiple message platforms: young families just starting out, dissatisfaction with renting, pursuing the American dream of homeownership, and the fact that house payments may cost significantly less than rent.

**OBJECTIVES**

**The marketing objective** of the campaign would be to increase inquiries about MSHDA homeownership products, including down payment assistance. **The programmatic objective** would be to triple production of MSHDA loans as a result of marketing efforts.

**INNOVATIVE CREATIVE**

In order to engage this young audience, MSHDA worked with Pace Marketing & Communications, its marketing and communications firm, to develop a comprehensive home loan and down payment assistance campaign atypical of government creative, utilizing a "Down Payment Fairy" to sell the

MSHDA product. The Down Payment Fairy is relatable to the target demographic, personifies the “magic” behind MSHDA’s product, and injects memorable humor.

## **STRATEGIES**

### *Traditional Paid Media*

A digitally focused campaign that would reach our target audience as they surf the Web seeking information and entertainment (games, movies, music, television) was recommended, and included the following:

- *Web Ads, Mobile Ads, Pre-Roll Video*
  - Research and site targeting using digital-industry planning tools identified the online sites and channels that are shown to have a high propensity of site visits from our target audience.
  - Audience targeting focused on users who demonstrated interest in key selected behaviors through their web browsing behavior or online search activity.
  - Web ads were served to users as they visited sites across a range of about 35,000 sites in categories such as real estate, entertainment, news, travel, etc.
  - Mobile impressions were served to users across more than 4,200 different mobile apps, sites and games.
  - Pre-roll impressions were served before video content played across more than 6,000 possible sites, such as CareerBuilder.com, classmates.com, and 123greetings.com, among others.
- *Internet Radio – PANDORA*
  - Pandora Internet Radio plays musical selections from a wide range of genres based on user preferences. The user provides positive or negative feedback on the songs chosen by the service, which is then taken into account as Pandora selects future songs for the user.
  - This past January, Pandora users between the ages of 28 and 35 in Michigan comprised a total of 357,000 unique users with an average of 104,000 daily listeners who average over two hours of listening time per day.
  - In-stream audio message and companion web units that run across Web, iPhone and Android platforms with a 10 percent share of voice.
- *Internet Television – HULU*
  - Hulu is a top source of on-demand in-stream movies and programs from networks such as NBC, CBS, ABC, FOX, BET, Univision, AMC, BRAVO, etc.
  - Viewers see 50 percent fewer commercials than they do on traditional television and are unable to skip or fast-forward through spots.
  - Homeownership spots were targeted to viewers between the ages of 25 and 34. Within that age range an estimated 85 percent are between our target ages of 28 and 35.
  - Video and display messages were served to adults between ages 25 and 35 in Michigan as they consumed a wide array of online content on computers, tablets and smartphones, with a 5 percent share of voice.
- *Theater Advertising*
  - Cinema advertising provided a cost-effective method to extend the reach of our message beyond our target audience. This strategy allowed Pace to share MSHDA homeownership DPA product messaging with influencers and non-typical first-time homebuyers.
  - Twelve movies, including *Iron Man 3*, *The Hangover Part III*, and *Star Trek Into Darkness* opened during our advertising period of 5/3/13 through 6/27/13. Research shows our target audience includes a large percentage of people who go to the movies during movie premiere weekends.
  - Thirty-second messages appeared in 79 theaters statewide, including the Alpena, Detroit, Bay City/Flint/Saginaw, Kalamazoo/Grand Rapids/Battle Creek, Cadillac/Traverse City, South Bend (Benton Harbor), and Toledo (Adrian) DMAs.

### *Microsite/Mobile Site*

A new microsite, skinned with campaign creative, provided prospective borrowers with enough information (in an easy and accessible way) for them to be committed to pursuing a MSHDA loan, and drive the target audience to a contact form for more information (if desired). The simple, engaging site allows potential homebuyers to learn more about the loan products, review a step-by-step guide on how to get a MSHDA loan, find answers within a comprehensive FAQ, and even contact MSHDA to learn more about the program. A link to a 30-second video teasing the product is on the left side of the homepage. In addition, homeowners can check the “participating lenders” section, which includes a searchable-by-county list of participating mortgage servicers.

### *Public Relations/Print Media*

An article was published in the Michigan Bankers Association magazine to promote the campaign among loan officers and lenders who might service MSHDA loans. Additionally, print ads were placed in Crain’s Detroit Business in the “20 in their 20’s” editions targeting young adults aged 25–35.

## **RESULTS**

The unconventional Down Payment Fairy approach to the campaign has exceeded all of MSHDA’s marketing objectives and is on pace to more than achieve the programmatic objectives:

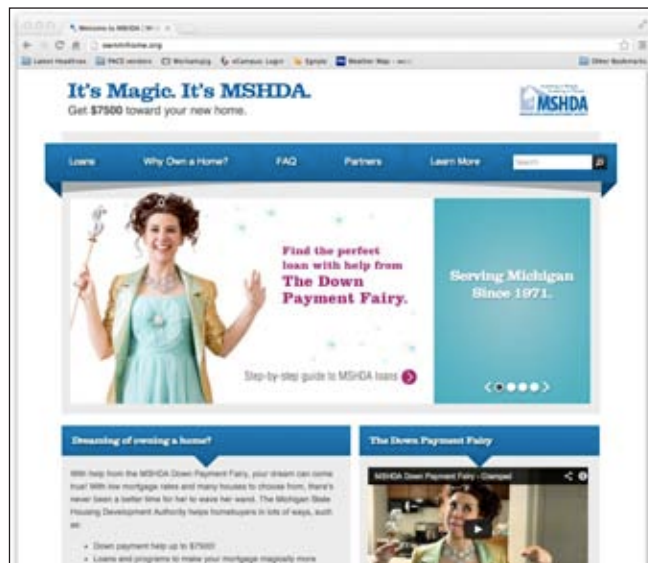
### **Homeownership Program/Production Statistics**

- A MSHDA record of 107 loan commitments were made in May 2013 (best month ever).
- Reservations and applications for loans were higher than any given month in the past year for both April and May.
- Surging demand prompted MSHDA to add 17 new loan officers in 2013 (who previously didn’t issue MSHDA loans)
- Approximately 10–30 inquiries via website (email) and phone are being received daily.

### **Homeownership Marketing Statistics (*since campaign launch, mid-April 2013*):**

- More than 111,000 visits to the [OwnMiHome.org](http://OwnMiHome.org) site in first 60 days of campaign.
- Approx 1.5 times more site traffic visiting the [michigan.gov](http://michigan.gov) pages that the [OwnMiHome.org](http://OwnMiHome.org) site drives traffic to for more information.
- 69,325 unique site visitors to the [OwnMiHome.org](http://OwnMiHome.org) site.
- Eighty-two percent of site visitors enter the mobile [OwnMiHome.org](http://OwnMiHome.org) site through a mobile/tablet device versus a desktop/laptop computer.
- The most popular content on the [OwnMiHome.org](http://OwnMiHome.org) site: Step-by-Step Guide, Loans page, FAQ, and Learn More (contact form), respectively.
- The highest concentration of site visitors is from Detroit at nearly 15,000 visitors, followed by Grand Rapids, Lansing and Ann Arbor.
- Nearly 6,000 people visited the [OwnMiHome.org](http://OwnMiHome.org) site by clicking through an ad, and nearly 2,600 people visited the site after simply being served an ad (*but not having clicked through; rather, going to the site on their own*).
- Hulu is currently the largest driver of traffic to the website beyond people entering the site directly, with an above-average click-through rate (CTR) and a 97 percent completion rate.
- Pandora is outperforming averages across mobile, display and audio with an overall click-through rate (CTR) of 1.64 percent.
- The digital/mobile/video media buy has delivered total activities of 8,445 and an average click-through rate (CTR) of .14 percent (pre-roll .55 percent, mobile .20 percent, display .08 percent), on pace with industry norms.

# Website



# Facebook



# Web Ads



**The Down Payment Fairy**  
Get \$7500 toward your home. >



Equal Housing Employer/Lender



**\$7500 toward your new home?**  
Wish granted. >



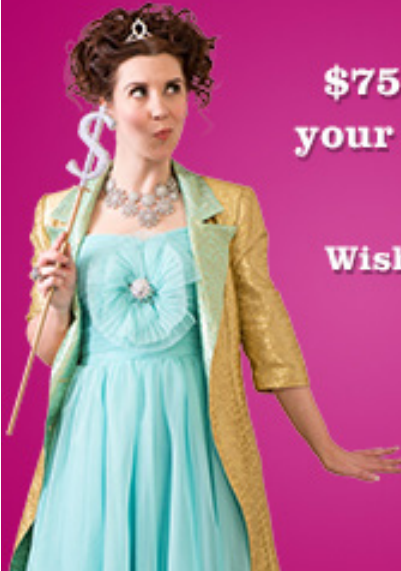
Equal Housing Employer/Lender




Find the perfect loan with help from The Down Payment Fairy.  
Step-by-step guide to MSHDA loans

Welcome to MSHDA | MI State Housing Development Authority | Homeownership  
[www.ownmyhome.org](http://www.ownmyhome.org)

Dreaming of owning a home? With low mortgage rates and many



**\$7500 toward your new home?**  
Wish granted. >



Equal Housing Employer/Lender

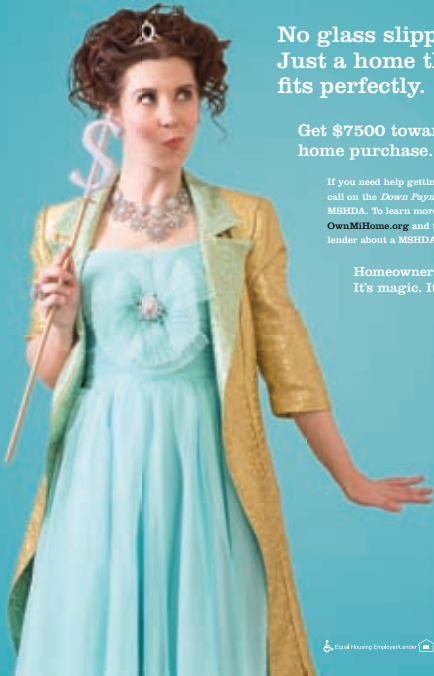
**The Down Payment Fairy**  
Get \$7500 toward your home. >



Equal Housing Employer/Lender

# Print Collateral

## Flyer





No glass slippers.  
Just a home that  
fits perfectly.

Get \$7500 toward your  
home purchase.

If you need help getting into a home,  
call on the *Down Payment Fairy* from  
MSHDA. To learn more, just visit  
[OwnMIHome.org](http://OwnMIHome.org) and talk to your  
lender about a MSHDA loan.

Homeownership.  
It's magic. It's MSHDA.

  MSHDA (MI HOME DEVELOPMENT AUTHORITY)

## Print Ad



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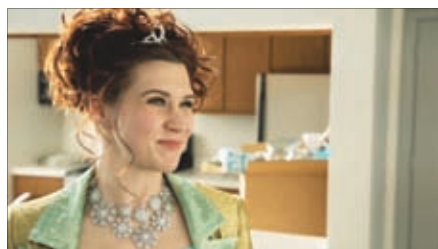
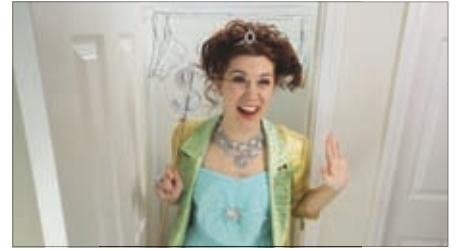
Homeownership.  
It's magic. It's MSHDA.

  MSHDA (MI HOME DEVELOPMENT AUTHORITY)



# :15 and :30 Second Video – “Cramped”

<http://www.youtube.com/watch?v=qM-rk3gKFas>



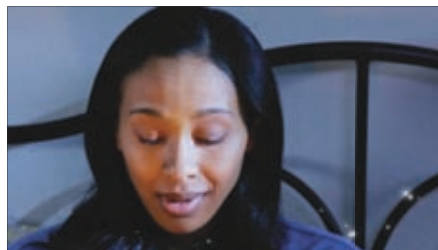
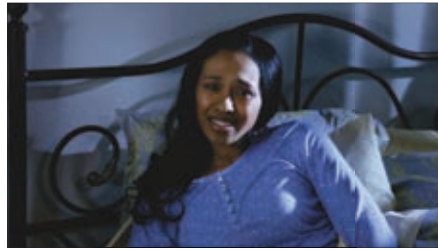
Up to \$7500 for your down payment.

[OwnMiHome.org](http://OwnMiHome.org)



# :15 and :30 Second Video – “Wake Up”

<http://www.youtube.com/watch?v=7dL2i0BpkU8>



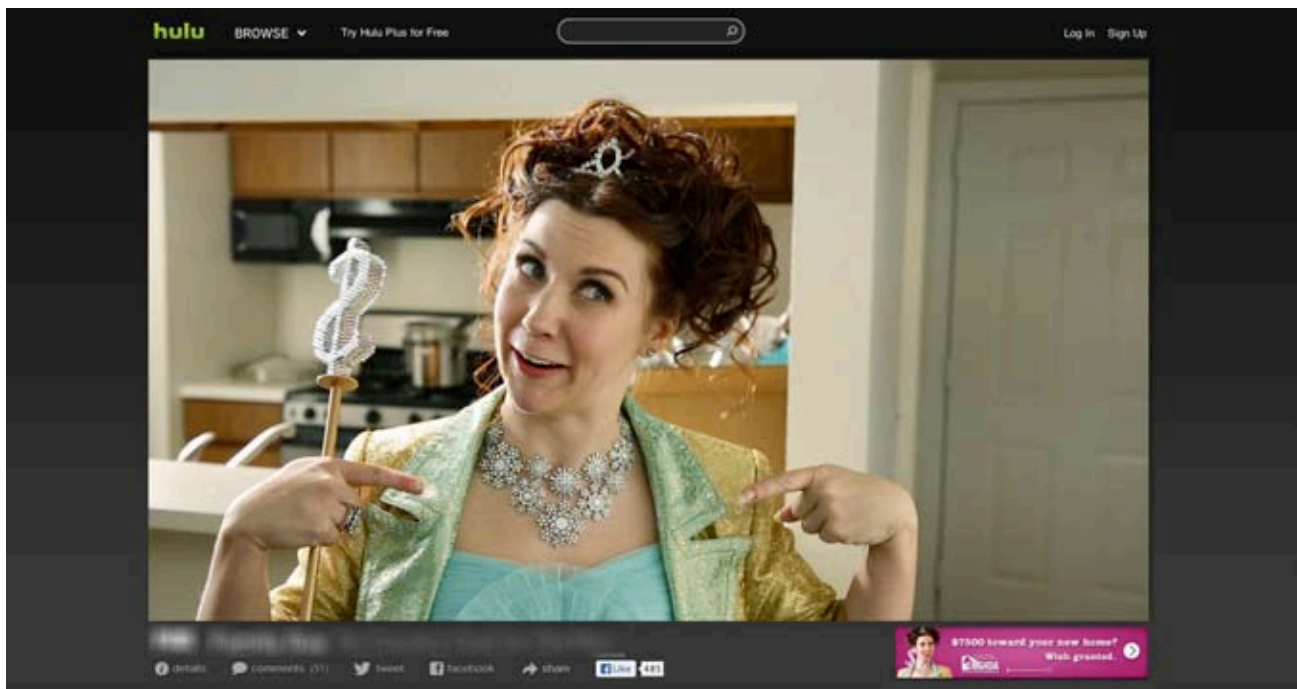
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[OwnMiHome.org](http://OwnMiHome.org)

## :15 and :30 Second HULU – “Wake Up”



## :15 and :30 Second HULU – “Cramped”



# Pandora

**She doesn't fly.**

**But she'll grant your  
homeownership wish.**

**POOF!**



# Mobile Ads

