

2014 Entry Form
(Complete one for each entry.)

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

Entry Name _____

HFA _____

Submission Contact _____

Phone _____ **Email** _____

Qualified Entries must be received by **Tuesday, July 1, 2014**.

For more information about Qualified Entries, [click here to access the 2014 Entry Rules](#).

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

HFA _____

Entry Name _____

Communications	Homeownership	Rental Housing	Special Needs Housing
<input type="checkbox"/> Annual Report <input type="checkbox"/> Promotional Materials and Newsletters <input 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"/> 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
Legislative Advocacy	Management Innovation	Special Achievement	Are you providing visual aids?
<input type="checkbox"/> State Advocacy <input type="checkbox"/> Federal Advocacy	<input type="checkbox"/> Financial <input type="checkbox"/> Human Resources <input type="checkbox"/> Operations <input type="checkbox"/> Technology	<input type="checkbox"/> Special Achievement	<input type="checkbox"/> YES <input type="checkbox"/> NO

2014 NCSHA Annual Awards for Program Excellence
Wisconsin Housing and Economic Development Authority (WHEDA)
Communications | Creative Media
WHEDA Spring Home Buyer Campaign

Background

Following the success of its 2013 consumer-driven advertising campaign, Wisconsin Housing and Economic Development Authority (WHEDA) entered 2014 with its sights set on further re-establishing itself as the leader in affordable home ownership programs in Wisconsin.

In 2013, WHEDA's Single Family Mortgage Origination Team experienced its highest volume of loan files received, rate locks and mortgage funding purchases since 2010. These volume increases can be attributed in part to the consumer campaign that resulted in a sharp increase in the number of visitors to WHEDA's corporate webpage; boosting lead generation for both WHEDA and its lending partners.

With the start of 2014 focused primarily on unveiling WHEDA's brand identity – its first since 2007 – WHEDA's Marketing Team elected to refresh its popular and successful "Take the WHEDA Challenge!" 2013 campaign theme to reduce confusion in the marketplace. By incorporating the new logo and color palette, along with crafting fresh copy and ad messaging, Marketing aimed to capitalize on the momentum from 2013's campaign as well as maintain consistency, all while introducing WHEDA's fresh brand image to the next generation of home buyers.

Strategy

For the "Take the WHEDA Challenge!" campaign, WHEDA shifted its traditional Business-to-Business marketing focus to a Business-to-Customer (B2C) model. The shift to a B2C ad campaign was built upon a pull strategy; it provided a call-to-action which urged prospective home buyers to ask a mortgage lender specifically for a WHEDA mortgage. The eye-catching "Take the WHEDA Challenge!" theme yielded great results in web traffic and online ad activity. The 2013 campaign's increased web activity, drove the need to improve and expand WHEDA's mobile presence for the 2014 edition of the campaign.

Marketing objectives for the spring 2014 campaign were:

- Drive consumers to the redesigned WHEDA website and mobile site, where users would find the tools necessary to obtain a WHEDA mortgage
- Funnel a pipeline of new home buyers to WHEDA lending partners
- Have those same lenders encourage borrowers to use WHEDA
- Increase the number of Unique Pageviews¹ for the consumer landing page (wheda.com/thechallenge) by 20% from Q1 (January 2014 to March 2014) to Q2 (April 2014 to June 2014).
- Increase the number of unique pageviews for the mobile consumer landing page by 50% from Q1 to Q2.
- Increase the number of Q2 user Sessions² to the WHEDA lender list application by 5% over Q1.

¹ "The difference between AdWords Clicks, and Sessions, Users, Entrances, Pageviews, and Unique Pageviews in Analytics" <http://bit.ly/1fnfRjk>

² "The difference between AdWords Clicks, and Sessions, Users, Entrances, Pageviews, and Unique Pageviews in Analytics" <http://bit.ly/1fnfRjk>

Secondary messaging aimed at differentiating WHEDA from competitors; this included highlighting its unique offerings such as down payment and closing cost assistance, the lowest monthly mortgage payment, mortgage credit certificate (MCC) and WHEDA-specific benefits.

The primary target B2C audience included young professionals, one-and two-parent households and 20 to 35 year olds. With a limited advertising budget, WHEDA's internal Marketing Team designed and produced all creative for online and print ads. Leveraging the successful design elements from the prior campaign, the artwork and ad copy messaging once again incorporated a fun "comic strip" design, featuring fictitious superhero characters. The superheroes represented WHEDA and its lending partners as the homeownership heroes.

Marketing Efforts

Similar to the 2013 campaign, marketing used a wide-range of tactics for execution. First and foremost, the corporate website and mobile site underwent an overhaul reflecting the new brand and theme. From there, all ads – online, radio, outdoor, television and print – were designed with the call to action for home buyers to visit the campaign landing page, wheda.com/TheChallenge.

With the goal of increasing user traffic to the mobile website in 2014, marketing worked with WHEDA's IT Team to improve both mobile functionality and usability. This was a crucial element for the campaign, as the majority of the target demographic – ages 20 to 35 – prefer to receive their information via mobile devices³.

Another essential tactic of the campaign, was upgrading WHEDA's participating lender database application. The lender list application is the user's final stop when taking the "WHEDA Challenge" on the website. Because of its importance as a lead generation tool, the IT Team spent a lot of time and resources developing a more functional page that was easier to navigate for the user.

Budget and Paid Advertising

Given the modest campaign budget of \$80,000 and multiple regional areas of focus, it was essential for marketing to pick a cost-effective media mix that would yield the highest return on investment.

After several planning sessions, Marketing decided to go with two online advertising outlets: web real estate leader, Zillow and Internet radio provider, Pandora Radio. Zillow reaches over 52 million in-market, pre-disposed monthly unique views across the country and is the mobile industry leader with over 275 million home views on mobile devices. Pandora has over 76 million unique monthly visitors, all of which can access music on mobile, web, tablet and in-car electronics, anywhere in the country.

These companies specialize in demographic and geo-targeted ads, which enabled WHEDA to deliver targeted content to regional relevant predisposed users. Both vendors also allowed for a variety of placements, varying in size, graphics and placement across both web and mobile platforms.

As a result of the customization capabilities, online advertising comprised 50% of the campaign budget. The balance of the budget was used for television, radio, billboard and graphic vehicle wraps. For

³ Adam Lella, "Why Are Millennials So Mobile?" comScore. February 7, 2014. <http://bit.ly/1mbBndc>

television, Marketing worked with a video production company to produce three, 15-second bookend commercials for distribution in northern Wisconsin communities. The commercials ran through April and May in both WHEDA's high volume and low volume loan performance counties. In addition to video production and digital archiving, the television buy also included media buying services for collection of market data, rate negotiation with media partners, and order placements/trafficking.

For radio, Marketing worked with ESPN Wisconsin to produce two, 30-second commercials, which were played frequently in peak hours of listenership across the state. The contract also included online banner ads as key sponsor for ESPN's "Major League Baseball Opening Week" programming.

Lastly, WHEDA invested in billboards and graphic vehicle wraps. Marketing worked with both Clear Channel Outdoor Advertising and Jones Signs to produce billboards in several high traffic regions throughout the state. Clear Channel printed ten poster billboards and eight transit ads, which were located in southeast Wisconsin, while Jones Signs offered digital billboards that ran along interstate roadways in northeast Wisconsin. Marketing also partnered with Monarch Media Designs to generate buzz; two of WHEDA's fleet vehicles were wrapped in full color vinyl graphics. The fleet vehicles were driven all around Wisconsin by employees that monitor and report on WHEDA-financed properties. The graphic car wraps have been a fun, surprising, energetic visual that provided yet another brand recognition layer to the campaign, as well as helped build personality into the new WHEDA brand identity.

Results / Strategic Objectives

WHEDA's marketing team set aggressive goals to increase web traffic and activity for both the corporate and mobile websites.

To help ensure WHEDA was collecting the most accurate web data for the campaign, Marketing relied on Google Analytics and SmarterStats for data compilation and analysis. As of June 23, 2014, here's how WHEDA performed in relation the goals of the 2014 campaign.

- ✓ WHEDA increased the number of unique pageviews for the consumer landing page by **61%** from Q1 to Q2.
- ✓ WHEDA increased the number of unique pageviews for its mobile consumer landing page by **977%** from Q1 to Q2.
- ✓ WHEDA increased the number of Q2 user sessions to the WHEDA lender list application by **5%** over Q1.

Each campaign goal for web activity met or exceeded original projections, which was a clear indication that marketing's media mix of online, television, radio, billboard and print advertisements fused together to drive consumers to wheda.com and the challenge page to learn how to obtain a WHEDA mortgage.

The strategy, design and tactics implemented by the Marketing Team coupled with insight from WHEDA's Single Family Origination Team, made the 2014 spring advertising campaign a ringing success. More importantly, the Marketing Team now has a proven blueprint to use for future WHEDA home buyer campaigns, as well as a bar to exceed in the coming seasons!