

# Homeownership Campaign

**Iowa Finance Authority**

Communications: Creative Media

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**Iowa Finance Authority  
2018 Homeownership Campaign  
Communications | Creative Media**

The 2018 Homeownership Campaign features crystal clear results and proof of a full return on investment. The campaign **directly converted 89 leads generated through the campaign to IFA home buyers** and IFA’s loan volume sky rocketed – with a the a **145 percent** increase from the same time-frame the previous year.

The campaign aimed to make lowans **WISER** about the home buying process and offered them a chance to make their home **WISER** by winning a complete **WISE Home package!**

**CHALLENGE:** Iowa was offering more resources for future home buyers than ever before, including a brand new First-Time Home Buyer Savings Account, new closing cost assistance program and a revamped Mortgage Credit Certificate Program.

We wanted to leverage these new resources as an opportunity to increase the amount of lowans who were aware of our home mortgage and down payment assistance programs and use our programs to make their homeownership dreams come true. Education has always been important for lowans when making one of the largest financial decisions they’ll make in their lifetime. We knew that all of the newly-announced resources could have added to the information overload new home buyers often experienced.

**PRIMARY GOAL:** The 2018 Homeownership Campaign’s goal was to educate lowans and increase loan production by **60 loans** and **\$7.17 million** over the previous year.

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**RETURN ON INVESTMENT**

*At the onset of the campaign, we knew that in order to see a return on investment for the \$165,000 marketing campaign, we would need to **increase the number of home buyers who use our programs by 60 over the last previous year and the total mortgages by \$7.17 million.** This is based on the amount we make on the loans and an average loan size of \$119,890.*

<b>GOAL!</b>	
Total additional home buyers	60

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**STRATEGY FOR ACHIEVING GOAL**

We knew that in order to reach our objectives of clearly proving the campaign’s return on investment and increasing loan volume, we first had to educate home buyers about our programs by gaining their attention and gathering their information so we could later track if they purchased a home through one of our programs.

We strategized a concept that directed lowans to our campaign web site for a chance to win a highly-sought after **grand prize of a wise home package** including the latest in trending in-home tech gadgets including an Amazon Echo, Instant Pot Smart, Phillips Hue Starter Kit, iRobot Roomba and a \$1,000 gift card.

This prize package fit well with our goal to make lowans *wiser* about the process. Before entering, each entrant was required to learn facts about our programs through the online experience. The promotion offered lowans a chance to win one of **two Grand Prize Wise Home packages** as well as **eight bonus**

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**prizes of \$100 gift cards.** Any Iowan, 18 or older was eligible to participate by visiting [IowaFinanceAuthority.gov](http://IowaFinanceAuthority.gov) and entering the sweepstakes through June of 2018.

Entrants did not need to currently be in the market to purchase a home. While our goal was to convert entrants to home buyers and increase loan volume we knew we also knew that while the sweepstakes entrant may not have been ready to buy a home, they may have had a friend or neighbor who was.

**PRIMARY AUDIENCE:** We first zeroed-in our primary audience, first-time Iowa home buyers.

Age: 25-39 (Average buyer age: 32); Single, but may be coupled and not married ; Average household income: \$59,309; Average home price: \$111,737

**SECONDARY AUDIENCE:** Lenders and Realtors are the gateway to homeownership for home buyers and an important part of the success of this campaign. **We offered the entrants an extra entry into the sweepstakes if they complete the lender and Realtor fields on the entry form. In turn, the lender and Realtor with the most referrals** won billboard glory with a free co-branded billboard in their market. This tactic proved to be effective in getting lenders and Realtors to promote the campaign to their contacts and spurred a significant amount of social media activity.

**LEVERAGE PARTNERSHIPS:** The campaign was led by the Iowa Finance Authority and co-sponsored by the Iowa Association of REALTORS®. They provided the prizes and heavily promoted the campaign to their membership. This was the sixth year that we partnered with the Iowa Association of REALTORS® on a campaign to engage Iowa home buyers and our largest campaign to date.

**CAMPAIGN TACTICS:**

Due to our budget, we chose to concentrate our media buy in two key, populated markets: Des Moines and Cedar Rapids/Iowa City. All other tactics were statewide and deployed March-June 2018.

- Digital
  - We used a variety of highly-targeted digital techniques in order to cost-effectively reach potential new owners and use the highlight the campaign visuals. Retargeting and geographical and behavioral targeting and custom-site targeted
- Social Media
  - Heavy social media use including facebook (boosted posts) Instagram, twitter and youtube for tracking our video views.
- Cable Television
  - 30-second spot on HGTV-TV in targeted metropolitan areas
- Broadcast Television
  - 30-second spot during targeted Sunday morning home show programs
- iHeart Radio
  - 30 second ads ran to Iowans within our demographic.
- Landing Page
  - Our existing home buyer landing page was repurposed to serve as the landing page for the campaign at [IowaHouseHunt.com](http://IowaHouseHunt.com)
    - This site was developed to be able to live-on as a resource for home buyers after the campaign ended
    - The web site served as the consistent call to action across all mediums.

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- Direct mail
  - A targeted direct mail piece was sent to renters within our demographic.
- Brochures
  - We developed postcards for lenders and Realtors, detailing the campaign and how they can win a billboard in their area if they referred the most entries.
- Media Relations
  - Governor Reynolds and Lt. Governor Gregg hosted a news conference to announce the campaign.
  - We held a media tour in each media market in Iowa with significant television, radio and print coverage, totaling \$40,000 in earned media relations.

**BENEFITS:** This campaign was not only a fun, creative way to talk about our homeownership programs but was a way to educate Iowans and increase relationships with lenders and Realtors throughout the state of Iowa. This campaign was an exciting way to get out in the community and talk about our programs to home buyers and potential home buyer as well as our lender and Realtor partners.

**RESULTS:** All campaign objectives were met and exceeded.

**Objective:** Convert **60** individuals who participated in the campaign into IFA home buyers

**Result:** **89** entrants turned IFA home buyers and clearly proved a full return on the campaign budget’s investment.

**Objective:** Increase dollar amount of loan volume by **\$7.17 million**

**Result:** The dollar amount of loan volume increased by **\$17.55 million**

**Objective:** Increase loan volume by **30 percent** over the same time-frame the previous year

**Result:** Loan volume increased **145 percent**– **nearly 1.5 times** the amount of the same time-frame the previous year

**We increased total home buyers assisted during the campaign by 253 over the same time period the previous year.** The campaign allowed us to directly correlate Iowans who were engaged with the campaign to home buyers who used our programs.

2018 RESULTS	GOAL	ACTUAL
Total additional home buyers over previous year	200	253
Total additional loan volume dollar amount	\$7.17 million	\$17.55 million
Campaign entries resulting in IFA loans	60	89

**Of the 253 additional borrowers, we know that 89 of them heard about our programs through the campaign, entered our contest and bought a home using one of our programs by the end of the year.**

**REPLICABLE:** The concept of HouseWise, an educational campaign for any HFA’s homeownership program is completely replicable – and encouraged. It educates home buyer about our homeownership programs and allowing them an opportunity to win a prize package. The campaign also got our lender and Realtor partners involved and providing them with a prize as well. This campaign and contest format can be easily adjusted to fit the needs of any state with any topic.



# 2018 HOMEOWNERSHIP CAMPAIGN

Multi Frame Gifts for Digital Ads


**GET HOUSE WISE**  **YOU CAN SAVE \$2,000 ON TAXES EACH YEAR**

**GET HOUSE WISE**  **USING A HAIR DRYER ON WOOD MAKES WATER RINGS GO POOF!**

**GET HOUSE WISE**  **WE'RE LIKE A BODYGUARD FOR TITLE PROTECTION**

**GET A WISER HOME**  

**GET HOUSE WISE**  **MORTGAGE & DOWN PAYMENT ASSISTANCE PROGRAMS CAN ACTUALLY BE EASY**

**GET HOUSE WISE**  **ICE CUBES CAN REMOVE INDENTATIONS FROM YOUR CARPET**

**GET HOUSE WISE**  **IF YOU'RE A NEW BUYER, THERE'S A NEW SAVINGS ACCOUNT FOR YOU**

**GET HOUSE WISE**  **NEEDING 20% FOR A DOWN PAYMENT IS A MYTH**

**GET HOUSE WISE**  **DRYER SHEETS CAN REMOVE CRAYON OFF WALLS**

**GET HOUSE WISE**  **\$2,500 IN DOWN PAYMENT ASSISTANCE COULD BE YOURS**

iHeart Radio Commercial (Click image to listen)

 **WIN A WISER HOME!**  



# 2018 HOMEOWNERSHIP CAMPAIGN

## Campaign Kickoff



## Event Display



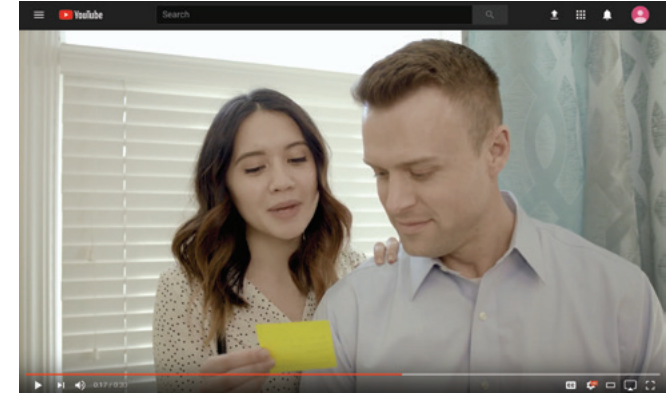
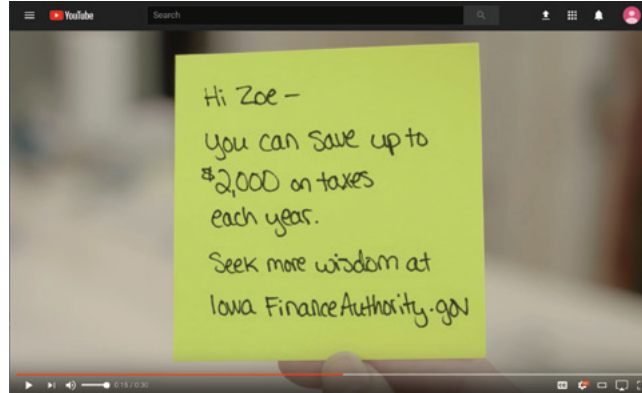
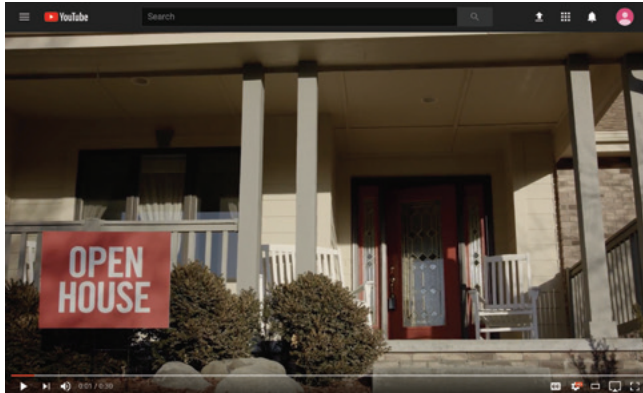
## Campaign Event





# 2018 HOMEOWNERSHIP CAMPAIGN

Click an image to see the TV Commercial



## Contest Website

Click the computer to visit the website



## Web Banner



## Social Media Graphics





# 2018 HOMEOWNERSHIP CAMPAIGN

Event Handout and Direct Mail



IF BUYING A NEW HOUSE FEELS COMPLETELY OVERWHELMING, **YOU'RE DOING IT WRONG.** LET US BESTOW UPON YOU THE WISEST TOP 5 LIST YOU EVER DID SEE.

- 1 A 3% DOWN PAYMENT CAN GET YOU A HOME SWEET HOME.**  
The Iowa Finance Authority offers programs that only require a 3% down payment. You don't need to put 20% down to buy your dream home!
- 2 A '\$2,000-OFF' COUPON COULD BE YOURS IN FUTURE TAX SEASONS.**  
You can save up to \$2,000 on your federal taxes each year. Just ask us about the Mortgage Credit Certificate Program.
- 3 MORTGAGE LOANS CAN PUT YOUR HOMEOWNERSHIP DREAMS WITHIN REACH.**  
If your income is less than \$121,000, you may be eligible for home-buying assistance from the Iowa Finance Authority.
- 4 \$2,500 IN DOWN PAYMENT ASSISTANCE COULD BE YOURS.**  
The Iowa Finance Authority offers down payment assistance to eligible Iowans. Are you one? Let's find out.
- 5 FIRST-TIME HOME BUYERS CAN SAVE FOR A DOWN PAYMENT LIKE A PRO**  
Get extra benefits when you save with the new first-time home buyer savings account.

## WIN A WISER HOME

Now that you're wise, your home should be too! Enter our House Wise contest to make your home a whole lot smarter. Go to [IowaHouseHunt.com](http://IowaHouseHunt.com) and give our Wisdom Wizard a spin.

**Don't forget the bonus round**  
Enter your Realtor® and/or lender's name for **two extra chances** to win. You'll also help them get a chance to win a free billboard!

**2 GRAND PRIZES + 8 BONUS PRIZES**

**GRAND PRIZE:** Amazon Echo, InstantPot Smart, Philips Hue Starter Kit, iRobot Roomba, \$1,000 grocery gift card

**BONUS PRIZES:** \$100 grocery gift card to your favorite neighborhood grocer