

2019 Homeownership Campaign

Iowa Finance Authority

Communications: Integrated Campaign

HFA Staff Contact

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Communications | Integrated Campaign**

The Iowa Finance Authority's (IFA) research shows that the greatest barrier to homeownership amongst homebuyers is having a down payment. Our research also shows that a myth many homebuyers believe is that they need to have 20% of their down payment saved. And yet another myth our research revealed is that homebuyers believe there are catches to the down payment assistance grants and loans that IFA offers.

The "It's Real" campaign was an attention-grabbing approach to debunking these myths, in the frame of mind of another misunderstood creature – Arthur, a lake creature who just wants people to know that he's real – and that just like him, that the down payment assistance offered through IFA is real too!

We wanted to leverage these resources as an opportunity to increase the number of lowans who were aware of our 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.

OBJECTIVE

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 of Arthur, a mythical creature, that educated lowans about the REAL down payment assistance available to Iowa homebuyers. We wanted something that was catchy and memorable, but that could also get our point across in a simple way.

Objective 1: Generate leads and convert them into IFA homebuyers within six months of the campaign.

Objective 2: Activate our lender and Realtor partners to be IFA ambassadors throughout the campaign.

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: \$61,455
- Average home price: \$120,588

SECONDARY AUDIENCE: Lenders and Realtors are the gateway to homeownership for home buyers and an important part of the success of this campaign. **We challenged lenders and Realtors around the state to speak with lowans about our programs and to submit the names of anyone they spoke with. The lender and Realtor with the most names** won a co-branded ad package including a free billboard in their market and/or digital ads. 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.

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LEVERAGE PARTNERSHIPS: Our lender and Realtor partnerships are very important to us as they are our connection to homebuyers. We challenged every lender and Realtor in the state to talk about IFA programs with every homebuyer they spoke with throughout the summer, with the incentive of winning an ad package for speaking with the most homebuyers. We had a google form that lenders and Realtors would enter and submit the names and dates of the homebuyers they spoke with about IFA programs. We sent the updated leaderboard standings every Friday, leading to a little healthy competition.

CAMPAIGN TACTICS:

We chose to concentrate most of our efforts using statewide media, through connect tv, pre-roll, display banner ads, social and search. We focused our regional media efforts, using broadcast TV, in the central Iowa area. All tactics were deployed April-July 2019.

- 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.
- Connected Television
 - 3 different 30-second spots to air in three major markets: Northern Iowa, Central Iowa and Eastern Iowa
- Broadcast Television
 - 30-second spot in the Des Moines area
- Pre-Roll Video
 - 9 different 15-second spots shared across social media

RESULTS

All campaign objectives were met and exceeded.

Objective: Generate leads and convert them into IFA homebuyers within six months of the campaign.

Result: 95 entrants turned IFA home buyers.

The campaign allowed us to directly correlate Iowans who were engaged with the campaign to home buyers who used our programs. Through our campaign reporting model, we know that 95 individuals heard about our programs through the campaign, talked with a local lender or Realtor partner and bought a home using one of our programs by the end of the year.

Objective 2: Activate our lender and Realtor partners to be IFA ambassadors throughout the campaign

We had more than 60 lender and Realtor partners spread the word about IFA homeownership programs throughout the campaign and submit names of the potential homebuyers they spoke with. We were able to get partners from across the state sharing information about IFA homeownership programs and excited about the fun ad package we were offering as a prize.

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Project Summary:

The Iowa Finance Authority's I Believe campaign converted 95 leads into homebuyers using one of IFA's programs. The carefully crafted campaign strategy allowed the team to be able to definitively prove the return on investment for the full campaign budget as it tracked all campaign entrants who converted into IFA home buyers. The I believe campaign not only succeeded in making Iowans aware of our down payment assistance programs but also in blowing the campaign goals out of the water!

Real down-payment assistance
IS NO MYTH.



2019 HOMEOWNERSHIP CAMPAIGN

Print Ad



Real down-payment assistance
IS NO MYTH.

LENDERS/REALTORS: SHARE IFA PROGRAMS AND YOU COULD WIN A \$5,000 ADVERTISING PACKAGE.

Getting the right down-payment assistance is easier than you think. And the Iowa Finance Authority can help.

THE DOWN-PAYMENT MONEY IOWA HOME BUYERS NEED.
IFA offers qualified home buyers up to \$5,000 in financial assistance.

INCENTIVES FOR REALTORS AND LENDERS TOO.
The more people you share IFA programs with, the better your chances of winning a \$5,000 advertising package.

YOU'LL BELIEVE TOO—MAY 2019.

Visit IowaFinanceAuthority.gov for more details and to log your referrals today.



Lender Communications



WIN \$5,000 WORTH OF ADVERTISING!

YOUR FACE HERE!

**BILLBOARD • PRINT • BOOSTED SOCIAL POSTS
IT COULD ALL BE YOURS!**



Campaign Logo



I BELIEVE IN REAL MONEY.

2019 HOMEOWNERSHIP CAMPAIGN

Consumer, Lender and Real Estate Agent Eblasts



IFA Programs Help Iowans Buy Homes

And might just win you \$5,000 worth of advertising!

When you tell potential home buyers about Iowa Finance Authority's down-payment assistance programs, you're moving them one step closer to a closing date.

And when you tell us about the people you've told, you'll have a chance to win a \$5,000 advertising package. It's easy! Just [click here](#) to enter the names of individuals you've spoken to about the program!

[Enter Contest](#)

One mortgage lender and one real estate agency will be chosen at random on [DATE].

Remember: The interest rates offered in IFA's mortgage programs are typically lower than the market rate and don't change based on credit rating of qualified borrowers!

[Learn more](#) about the contest and [here](#) for more information on everything we do for Iowa home buyers.



**BILLBOARD • PRINT • BOOSTED SOCIAL POSTS
IT COULD ALL BE YOURS!**

Mention IFA programs to your clients—each referral gives you a chance to win!

When you tell potential home buyers about Iowa Finance Authority's down-payment assistance programs, you're moving them one step closer to a closing date.

And, as part of our upcoming consumer campaign, when you tell us about the people you've told (even if they're not actively looking for a home), you'll have a chance to win a \$5,000 advertising package. It's easy! Just [click here](#) to enter the names of individuals you've spoken to about the program!

[Enter Contest](#)

One mortgage lender and one real estate agency will be chosen at random on **xx/xx/2019**.

[Learn more](#) about the contest or [visit our website](#) for more information on everything we do for Iowa home buyers.

Good luck!

[NAME]
[TITLE]



Three Great Reasons to Recommend IFA Programs

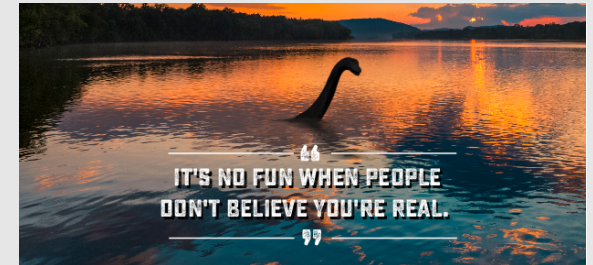
1. The interest rates offered in IFA's mortgage programs are typically lower than the market rate and don't change based on credit rating of qualified borrowers!

2. Our FirstHome Program is available to Iowans buying their first homes, honorably discharged military veterans who have not used a similar program, and buyers of homes in Targeted Areas!

3. Our Homes for Iowans Program is available to eligible first-time and repeat buyers who are purchasing a primary residence for less than \$331,000!



Be on the lookout for our new consumer campaign, kicking off later this month—we're helping home buyers believe in our real down payment assistance!



"Kinda like the down-payment assistance programs from the Iowa Finance Authority. They seem too good to be real, too.

That's why I'm helping Iowa Finance Authority with their new consumer-facing marketing campaign.

IFA's down-payment assistance (up to \$2,500 in grants and \$5,000 in low-interest loans) is real money, but some Iowans aren't aware of it and some think there must be a catch.

So, this spring and summer, I'm spreading the word: Down-payment assistance is no myth."

-- Arthur



Home sickness is what you feel every month when the mortgage is due.

IFA will be delivering this message to prospective home buyers on TV and through social media. You can help by directing your clients to our website, and remember: For every person you tell about IFA programs (home buyer or not), you'll have a chance to win \$5,000 worth of advertising!

[Enter Contest](#)

[Learn more](#) about the contest or [visit our website](#) for more information about all the programs we offer Iowa home buyers.

Good luck!



2019 HOMEOWNERSHIP CAMPAIGN | CLICK ON VIDEOS TO VIEW

Social Media Videos



2019 HOMEOWNERSHIP CAMPAIGN | CLICK ON VIDEOS TO VIEW

TV Spot



GET YOUR DOWN PAYMENT MONEY TODAY.
IowaFinanceAuthority.gov



2019 HOMEOWNERSHIP CAMPAIGN

Social Media Posts

HOME BUYING WEEKLY
WE'VE GOT INFORMATION THAT YOU WANT TO HAVE!

**Creature Declares
Down Payment
Assistance
from IFA**
Made it Possible!

"HIGHLY RECOMMEND!"
HE CAN SIGN HIS NAME!!!!

ARTHUR

Details inside!

**EXCLUSIVE
PHOTO!**



THE ONLY
FINANCE WRLD
DAILY NEWS

APPLY TODAY TO
SEE IF YOU QUALIFY.

IOWA'S EXCLUSIVE | APRIL SPECIAL EDITION

IT SPOKE TO
METHROUGH
ITS EYES

It told me Elvis was still alive and IFA has down payment assistance for
IOWA HOME BUYERS!!!



HOME HERO
EST. READER NEVER

**BIGFOOT
COMES
OUT OF
HIDING**

SASQUATCH

X-ING

OUT OF THE WOOD
NOW IN YOUR HOOD!

HE'S PRE-APPROVED
and on the move...



**UP TO \$5,000
IN DOWN
PAYMENT
ASSISTANCE.**

It's real.



**DOWN PAYMENT
ASSISTANCE
THAT'S REAL!**

(Like me!)



Down payment assistance is
NOT A MYTH.



2019 HOMEOWNERSHIP CAMPAIGN

Lender & Real Estate Agent Advertising

Call **LINDA FRAZIER**



The sign of a great mortgage lender.

515-344-6934

HomeServicesLending^{LLC}

IOWA FINANCE AUTHORITY

IOWA MORTGAGE LENDER

NMLS #657492 NMLS ID #490683

Call **LINDA FRAZIER**



The sign of a great mortgage lender.

515-344-6934

HomeServicesLending^{LLC}

CONTACT LINDA

IOWA FINANCE AUTHORITY

IOWA MORTGAGE LENDER

NMLS #657492 NMLS ID #490683

Call **SCOTT WENDL**



THE SIGN OF A GOOD REALTOR.

515-249-9225

RE/MAX PRECISION

IOWA Association of REALTORS

IOWA FINANCE AUTHORITY