

Real People, Real Stories Campaign

Wyoming Community Development Authority

Communications: Creative Media

HFA Staff Contact

Kassidy Moore

moore@wyomingcda.com

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“Real People, Real Stories” Campaign

Wyoming Community Development Authority (WCDA) understands that buying your first home is both a mixture of fear and reward. For this exciting new campaign, WCDA asked some of their very own homebuyers what home means to them and what it was like working with WCDA.

By taking advantage of Wyoming’s small population, WCDA chose to interview real homebuyers out in the Casper community. With slightly over 500,000 residents in the state, it’s safe to say that Wyoming is more like one giant town, with very long streets and everyone knows their neighbor. This made it easy to gain the community-feel WCDA was aiming towards.

After asking some of Wyoming’s very own homebuyers what home means to them and how they felt about working with WCDA, their sentiments and stories were featured throughout the community and state.

And thus, the Real People, Real Stories campaign was born.

Innovative

The Real People, Real Stories campaign took advantage of every marketing outlet available. WCDA has ads playing in local Wyoming movie theaters along with commercials on television to help maximize audience exposure. Social media plays an important role in the Real People, Real Stories campaign for WCDA due to the fact that most people have at least one form of social media platform. With the campaign video reaching nearly 2,000 people, the views only continue to grow as more and more residents share and react to this video. As for billboards, there are seven strategically-placed billboards around the state featuring quotes from Casper, Wyoming, residents. Used to catch the communities attention, the billboards help spotlight what owning a home is like. Lastly, radio spots were created to enhance this campaign by sharing these real people’s stories and how WCDA forever changed their lives.

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Replicable

WCDA’s Real People, Real Stories campaign was designed with the community in mind that can easily be re-created in any state since the message is simple and rings true wherever you live. This campaign was created with the sense of family and togetherness, not only for borrowers and business partners, but also internal customers. The Real People, Real Stories Campaign makes it easy for those around Wyoming to understand the meaning of “home.”

Targeted Audience & Measurable Results

With Wyoming residents at the heart of this campaign, WCDA was able to catch attention and views in the most heartwarming way they could. With that being said, WCDA has seen a positive increase in web traffic since the launch of the Real People, Real Stories campaign. Just in the previous 30 days, this campaign has seen a growth in over 40,000 web impressions.

As anticipated, there was a large spike in views when the campaign was first launched. With an average of 800,000 impressions per ad, it’s proven that 70% of users are viewing via mobile devices, 30% are viewing via computer, thus, making it easier to direct advertisements to the necessary outlets in order to reach the targeted audience and increase traffic.

Resources, Benefits, & Costs

To create this campaign, WCDA partnered with a local marketing agency to help bring the design to life through video. Internally, WCDA used its very own borrowers to make the magic happen. The total cost for design and edits in WCDA’s Real People, Real Stories Campaign was included in a reoccurring monthly retainer, making the video production the only cost.



■ EST. 1975 ■



Melissa Rutzer, Casper Resident

REAL PEOPLE. REAL STORIES.



**BRINGS YOU
HOME**

WCDA understands that buying your first home is a huge responsibility; it is also a great opportunity. Owning your home means you can paint the walls with your favorite color, plant flowers and vegetables if you choose, and plant the seed for an investment in your future.

We asked some of our very own homebuyers what home means to them and how they felt about working with Wyoming Community Development Authority, then featured these sentiments and stories throughout our community.

And thus, the Real People, Real Stories campaign was born.



Cinemas and home television screens are two great places to communicate with families in Wyoming. Our cinema ads and commercials reach real people and show them how we can help them not only achieve homeownership, but inevitably, create their own stories.



Social media plays an important role in the Real People, Real Stories campaign for WCDA. Our video has garnered nearly 2,000 organic views on Facebook and YouTube so far. View it online at https://rebrand.ly/wcda_realpeople-realstories. The community supports our videos as well by actively engaging in our campaign posts.



NEARLY
2K
VIDEO VIEWS



REAL PEOPLE. REAL STORIES.

We have seven strategically-placed billboards around the state featuring quotes from Casper, Wyoming, residents about the impact WCDA has had on their lives.



Radio spots featuring real people helped by WCDA's services plays on Wyoming radio stations, sharing the message and mission of WCDA with local residents wherever they go.

Listen to them at:

https://rebrand.ly/wcda_radio1

https://rebrand.ly/wcda_radio2

REAL PEOPLE.
REAL STORIES.
WCDA.

The Marcotte Family, Casper Residents

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OWNING A HOME MEANS STABILITY AND A PLACE TO RAISE OUR FUTURE FAMILY.

Focusing on the impact that WCDA makes in the community and in real peoples' lives, the Real People, Real Stories campaign featured actual people assisted by WCDA.

Showcased throughout the local community and beyond, these stories helped other people to relate and see what WCDA has to offer that can make a difference in their lives.



Brooke & Brian Rochelle, Casper Residents





wyomingcda.com