

Too Much House, Not Enough Home

Wyoming Community Development Authority

Communications: Integrated Campaign

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TOO MUCH HOUSE, NOT ENOUGH HOME

Buying a house can seem difficult, but homebuyer education is easy! Wyoming Community Development Authority's (WCDA) 2021 campaign, Too Much House, Not Enough Home, stresses the importance of homebuyer education so our homebuyers end up with the home they want and house they can afford. Let me explain how we made this a successful campaign.

Homebuyer education starts at WCDA. Too Much House, Not Enough Home is centered around buying the right home in your budget. Homebuyer education helps prepare our future borrowers to stay in budget, prepare for unexpected expenses, and empower them to be successful homeowners. Ensuring our homebuyers are well-informed throughout the homebuying process is essential for long-term sustainability. By providing resources to make the right decisions, our borrowers can purchase that dream home without the worry.

Although we appreciate the creativity, living off cardboard boxes because you can't afford that ultimate binge-watching sofa isn't a great way to start your new home. This is what we call the "Too Home" effect. We want our homebuyers to be able to afford that great house AND dream sofa. Homebuyer education helps them accomplish that by understanding each step of the homebuying process, preparing for homeownership challenges, creating a budget, increasing confidence levels, and knowing how much home is affordable for each borrower. What better way to start off than with WCDA?!



TOP GOALS

- Increase Homebuyer Education awareness
- Help our homebuyers get into houses they want and homes they can afford
- Make it easier for people across Wyoming to finance their home

HOMEBUYERS: OUR AUDIENCE

Homebuyers make us who we are. This campaign is focused towards every Wyomingite looking to achieve their goal of becoming a homeowner. Buying a home can be challenging and, quite frankly, a little scary. That's where we come in! WCDA is here to help our future borrowers buy a home in their budget.

MARKETING & ADVERTISING

- COMMERCIALS

- A new campaign calls for new ways of advertising. In a COVID world where American cities and towns shut down, statistics are showing significant increases when it comes to cable television and streaming networks. WCDA took that data seriously and did something about it. We created three commercials and chose to advertise during the Super Bowl, March Madness, and on streaming networks.
- We encourage you watch our three commercials here:
 - Commercial 1: <https://youtu.be/oXvSkA117sc>
 - Commercial 2: <https://youtu.be/xlhSyt2liKs>
 - Commercial 3: <https://youtu.be/0BAcm-IB3KA>
- During the Super Bowl, Rocket Mortgage won best commercial of the year. Although we were not aware of Rocket Mortgage's commercial before the game, it was encouraging to see how similar our campaigns are to one another.
 - Rocket Mortgage Commercial:
https://apple.news/AihmCKLwRS1uV5_0hKBP2zw

- SOCIAL MEDIA

- We chose to use social media as another large advertising outlet. Utilizing Facebook and Instagram boosted post options, we have been able to gain traffic on our website, increase our page followers and likes, expand our audience and reach new people.

- EMAIL GRAPHICS & DIGITAL DISPLAYS

- Aside from new email signatures for each WCDA employee, email graphics were created and sent out for mass emails. Our digital displays can be found in cinemas around the state.

- HUMOR

- Three commercials were made with a touch of humor to help lighten things up a bit during a very uncertain time. We wanted to give people a reason to smile. If our commercials caught the attention of just one person each day, then our job is complete.

RESULTS

Too Much House, Not Enough Home launched during the 2021 Super Bowl in February. Can you think of a better way to start a campaign off with a bang than during the most watched sporting event show of the year?! Yeah, neither could we. Our response from the Super Bowl alone blew us out of the water. Immediately after the Super Bowl, we began running our commercials over streaming networks. We receive approximately 93,000 impressions per month on our videos. With a state population of just over 500,000 residents, we'd say that's pretty good. This campaign continues to gain traction and we believe we owe a lot of that to our commercials. By generating a campaign that includes humor, we have been successful thus far in catching the attention of Wyomingites and increasing the overall awareness of Wyoming Community Development Authority.

WHAT MAKES "TOO MUCH HOUSE, NOT ENOUGH HOME" STAND OUT?

WCDA utilizes the help from Marketing, Human Resources, an outside advertising agency, and our friends and neighbors in our communities. Without utilizing all of our resources and the effective use of teamwork, this campaign wouldn't have the success rates it does. To top it off, Too Much House, Not Enough Home can easily be replicated by designing it to center around your state and message.

VISUAL AIDS

Visual aids are attached.

TOO MUCH HOUSE, NOT ENOUGH HOME



**TOO
MUCH
HOUSE**

**NOT ENOUGH
HOME?**



WYOMING COMMUNITY DEVELOPMENT AUTHORITY
EST. 1975



WYOMING COMMUNITY DEVELOPMENT AUTHORITY



TOO MUCH HOUSE

NOT ENOUGH HOME?

Homebuyer education prepares you for the home you want, and the house you can afford.

<< START HERE >>



TOO MUCH HOUSE,
NOT ENOUGH HOME
STARTS WITH
HOMEBUYER
EDUCATION



TOO MUCH HOUSE, NOT ENOUGH HOME COMMERCIALS



BEHIND THE SCENES

IN THE MAKING OF OUR COMMERCIALS



TOO MUCH HOUSE

NOT ENOUGH HOME?




TOO MUCH HOUSE

NOT ENOUGH HOME?



TOO MUCH HOUSE

NOT ENOUGH HOME?



CLICK TO LEARN ABOUT Homebuyer Education



TOO MUCH HOUSE

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Homebuyer education prepares you for the home you want, and the house you can afford.

« START HERE »



BRINGS YOU HOME

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VIEW OUR COMMERCIALS

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2) <https://youtu.be/xlhSyt2liKs>

3) <https://youtu.be/OBAcm-IB3KA>



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