



CASE STUDY:

FAIRWINDS CREDIT UNION

LESS IS MORE MORTGAGE CAMPAIGN

Highlighted mortgage services through an integrated campaign including TV, radio, display ads, direct mail and dynamic billboards, positioning FAIRWINDS as the best value for new and refinanced mortgages.



INDUSTRY
FINANCIAL
CREDIT UNIONS



AUDIENCE
POTENTIAL &
CURRENT MEMBERS



CATEGORY/TACTICS
RADIO
TELEVISION
OTT
DIRECT MAIL
OUT OF HOME
DIGITAL MARKETING

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Dynamic Billboard Demonstration Video

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TV Spot

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IDEAS.

FAIRWINDS Credit Union wanted to highlight their mortgage services, positioning the firm as the best value for new or refinanced mortgages. After deep research into their mortgage line of business, our team developed a strategy to not only attract new members for mortgages, but also retain and strengthen relationships with current members through the Less Is More campaign.



We crafted a fully integrated mortgage campaign, including radio and television spots, display banner ads, direct mail pieces and additional out-of-home advertising. For the out-of-home component, we took advantage of new radar technology within highway billboards that allow custom pre-loaded messages to change their display depending on the speed of traffic. When traffic was moving at or above the speed limit, the billboard displayed a short message; however, when traffic slowed down, the creative shifted to lengthier and more comprehensive messaging, as the audience had more time to process while sitting in slower rush hour traffic.

The Dynamic Billboard

In addition to conversion-tracked digital banner ads, Pandora radio and companion banner ads, TV on demand, over-the-top (online streaming) ads and direct mail retargeting, our team saw a unique opportunity to place a first-of-its-kind billboard. New radar technology within highway billboards allowed custom messages to be displayed depending on the speed of traffic. When cars zoom by, a traditionally short billboard message displays. However, when traffic came to a slow roll, our messaging dynamically changes to a longer one because audiences have more time to read it. Our team brought this traditional channel to the modern day with a playful and fun mortgage campaign.

Traffic-Activated Outdoor Boards



20mph or less



21-44mph



45+mph or more

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Direct Mail Retargeting



RESULTS.

As in all cases, success is best measured by numbers. Here are the results from this mortgage campaign.

\$21,528,711

in campaign application loan value

18,869,706+

overall campaign impressions

20,570+

web clicks

20,113+

landing page visits

78+

applications submitted

71,744+

view-based web visits

KEY TAKEAWAYS

FAIRWINDS Credit Union partnered with evok advertising to elevate awareness of its mortgage services through a fully integrated campaign that emphasized simplicity, savings, and value. The goal was to position FAIRWINDS as the best choice for new and refinanced mortgages while reinforcing the brand's promise of financial well-being and convenience for both current and prospective members.

Grounded in research and guided by creative innovation, evok developed the "Less Is More" mortgage campaign—an omnichannel effort spanning television, radio, digital display, OTT, direct mail, and out-of-home media. To maximize engagement and deliver measurable results, the campaign introduced an industry-first traffic-responsive billboard system, using radar technology to dynamically adapt messaging based on vehicle speed. This blend of data-driven targeting and creative storytelling brought the FAIRWINDS brand to life across touchpoints, driving significant loan applications and reinforcing the credit union's leadership in member-focused financial solutions.