



**Financial**<sup>®</sup> CAPTIVATE

## ELEVATING ENGAGEMENT WITH CAPTIVATE

In early 2025, PC Financial launched the PC Money Account with a bold promise: 3.5% interest on savings. They partnered with Captivate to target professionals with \$100K+ HHI at the office where they're working hard to earn and save. The campaign ran in 5 top markets incorporating clever, custom and contextually relevant ad creative. "Going up? Now your savings can too" – aligned perfectly with the vertical elevator journey, capturing attention and driving engagement. The results were powerful: aided awareness grew 69%, brand familiarity rose 38% while ad recall at 25% exceeded category norms. This campaign didn't just ride the elevator—it lifted brand performance to new heights

### PROVEN IMPACT:

**25%**  
AD RECALL

**+69%**  
**LIFT**

AIDED AWARENESS

**+38%**  
**LIFT**

BRAND FAMILIARITY

8 WEEK CAMPAIGN // FEBRUARY-APRIL 2025  
8.6 MILLION IMPRESSIONS  
FULL SCREEN // CONTEXTUALLY RELEVANT CREATIVE

