

FINANCIAL INSTITUTION CASE STUDY

BrandMo x Personal Banking

Reaching Newcomers with Culture First™ Intelligence-to-Activation Strategies



OBJECTIVES

- To reach and engage newcomers from the Chinese, South Asian, and Arab diaspora.
- Applied data-driven profiling and segmentation.
- Executed targeted campaigns for cultural relevance.
- Maximized impact through advanced audience insights.

STRATEGY & EXECUTION

- Leveraged BrandMo Tech's advanced analytics and targeting to drive meaningful connections.
- Consumer profiling for precise audience mapping.
- Strategic segmentation across diaspora groups.
- Optimized campaigns to maximize reach and impact.

RESULTS

- Achieved **76%** reach
- CTR increased to **2.9%**
- Brand Affinity lifted by **44%**
- Delivered reach at a frequency of **4 up to 81%**