



## Westpac drives brand preference uplift with creative messaging and custom creative solutions



### Company Overview

Westpac Banking Corporation is an Australian bank and financial services provider that is headquartered in Sydney, Australia.

“At a trying time for the financial sector, we were thrilled with the results that Quantcast delivered for Westpac. Quantcast’s brand solutions have been instrumental in helping us grow brand preference with Australian business owners aged 18-49. The results show that programmatic can really play a role within brand campaigns.”



**CARLY BOYLE**  
DIRECTOR OF MEDIA PLANNING, WESTPAC GROUP

## CHALLENGE

Westpac, one of Australia’s largest banking and financial services providers, was looking to increase brand preference among Australians during a particularly turbulent time with the Banking Royal Commission. This presented Westpac with a broader challenge of increasing brand preference not only against competition, but also within an industry under scrutiny for its practices. They sought to improve trust and consideration among customers and non-customers with “Stay Protected” creative messaging.

## RESULTS

Leveraging Quantcast’s keyword interest and demographic audiences, Westpac reached both existing and potential customers with messaging on their ethical business practices, to drive positive brand association. By setting a target frequency at the start of the campaign and reassessing the optimal frequency a week in, they also delivered their trust and safety message to customers when they were most receptive, driving 24% brand preference uplift on standard creative and 50% brand preference uplift on the high impact billboard ad unit.

## SOLUTION

Using a combination of Quantcast’s unique keyword interest and demographic data reaching banking audiences ages 18-49, they identified the predictive behavioral patterns and intent signals of business owners to reach similar users before they were in-market. To drive optimal brand preference lift, Westpac leveraged Quantcast’s unique ‘frequency management’ solution. Frequency management acts as a critical AI data point, allowing for tailored ad cadence uniquely delivered to each customer.

## HIGHLIGHTS



**+24%**

brand preference uplift with standard creative



**50%**

brand preference uplift with billboard ad