

Entry 6963

Entry Name:	Local Impact Initiative
Advertiser/Brand	Bank of America
Category	Social Good

Strategy**Strategy (20 percent):**

In today's uncertain environment, people, businesses, and community organizations are applying their most innovative thinking to tackle a wide range of emerging problems. But in order to do that, they need support. This year, Bank of America stepped in to help by investing in communities across the country and committing \$100 million in Local Impact philanthropic grants. These grants were distributed to over 1,000 local organizations that are working to address urgent issues like food insecurity, medical response, and protecting vulnerable populations.

Our challenge was to highlight Bank of America's historic philanthropic effort in a way that showed its powerful impact while also putting the work of the recipients front and center. We needed to create an online content campaign that brought to life the myriad ways these groups are using Bank of America grants to address vital needs in their communities.

In addition to making this content visible in a crowded media environment, it also needed to be responsive to the Covid-19 pandemic. Rather than positioning Bank of America as the hero of the story, we needed to show the bank as a responsible social actor working alongside other groups to address the healthcare crisis. Success will illustrate how Bank of America is helping local communities and vulnerable populations respond to this unprecedented challenge.

The target audience for this campaign are respective local market and global influencers. These influencers are segmented into six categories: core members of the media industry, political professionals, government workers involved in policy-making, policy academics, financial experts, and executives and board members at charitable or community services organizations.

For this campaign, we created a cross-platform strategy with over 75 assets (some still in development), including videos, articles, animations, and slideshows. To ensure that the campaign clearly illustrated the effect of Bank of America's philanthropy, we also developed a narrative arc for the written assets to follow. This narrative outlined the mission of the nonprofit, the challenges each grant recipient faced with Covid-19, who they serve, how they adjusted, and how Bank of America's support helped them continue to provide for their communities. We focused our storytelling around three thematic pillars: Food Insecurity, Medical Supplies & Health Services, and Vulnerable Communities.

The Local Impact initiative builds on Bank of America's long history of partnering with communities to address pressing needs. For over 230 years, BofA has helped its clients navigate turbulent times, and that experience has proved invaluable for responding to the Covid-19 pandemic. This year, the bank rapidly deployed support to critical community organizations across the U.S., and it remains committed to addressing the issues communities face. By leveraging the bank's financial resources and partnership experience, Bank of America's Local Impact initiative is bringing powerful solutions to places and people most in need during this challenging time. That was the story we needed to tell through our content.

This was the first year of the campaign. As mentioned above, this campaign took place amid the Covid-19 pandemic, and it was developed to show how Bank of America's Local Impact grants are helping communities address this health crisis.

Execution (20 percent):

The campaign centered on the "Community" page (<https://bankofamerica.com/community>) of the Bank of America website, and this page served as a home for all of the content created in the campaign. We deliberately chose to make the campaign very wide-ranging, both in content types and in the placement of that content.

Once the Community hub was live, we then created the Partnering Locally page to help surface relevant stories for each user based on their location. To do that, we tagged and organized content based on location, and users could select cities from a dropdown menu to see what Local Impact projects BofA was supporting in their area. To drive

traffic to the hub, we utilized paid search, which ultimately generated 93% of the traffic to the page. In addition, we distributed content through Bank of America's influencer newsletter program (including placements in email newsletters from Axios, Politico, The Recount, and GZero), which helped us make inroads with these subscriber bases and generate additional traffic. Finally, we also promoted the campaign on Bank-owned social, primarily the @bofa_News Twitter account.

Overall, once the content went live on the Bank of America website, we worked to get it in front of the widest possible audience by following a platform-agnostic approach and utilizing as many media types as possible. By creating content in various media from the outset, we were able to reach audiences via their preferred platform—social media or email newsletters, for example—and their preferred media type, such as articles, videos, and audio.

By utilizing the Bank of America website as a focal point for our content, we were able to take advantage of several mobile-friendly features that are built into the site. First, the site leverages Cascading Style Sheets (CSS) to responsively optimize the display via media queries across all device resolutions. This ensured that our content rendered clearly for all mobile users, regardless of what device they used. In addition, the site is fully accessible, so we could support visitors with various differences in sensory or motor abilities. The site offers a dictation feature, allows visitors to adjust the visual contrast of the text, and includes several other optimizations for browsing on mobile.

Business Impact (40 percent):

Bank of America is a leader in banking and a well-known brand among our target audience. However, the Local Impact initiative is entirely new and launched this year. Awareness among the general public for this specific initiative was much lower.

Overall, the Local Impact campaign generated impressive traction with a very wide audience. From launch in late May to mid-September, our content saw over 127K pageviews and over 2.5K clicks. In addition, our videos generated over 1,300 plays with an average 16.1% video completion rate.

Taken together, these results clearly show that we met our campaign goals. By utilizing paid search and a cross-platform approach (email newsletter partnerships, social media promotion, and more), we were able to reach a broad target audience. Furthermore, the content structure delivered a strong message: Bank of America's philanthropy initiative is having a real impact and helping vital community organizations across the U.S. respond to the Covid-19 pandemic.

The Local Impact campaign vividly demonstrated Bank of America's commitment to making progress on society's biggest issues and to helping clients and communities in 91 markets across the U.S. The campaign also showed that audiences will respond to strong narratives that focus on action and addressing urgent needs. Creating and executing a campaign during a pandemic is challenging—aside from breaking through the deluge of bad news, it also needs to be sensitive to the very real issues people are facing. By addressing the crisis head on, highlighting BofA's work as a resource and a partner in communities across the country, and putting the spotlight on local organizations, the Local Impact campaign surfaced authentic stories that resonated with a wide audience.

Creative

- 1) <https://vimeo.com/467470398/a27913cc9f>
- 2) <https://bankofamerica.com/community>