



CASE STUDY

BMO USES BRANDED CONTENT TO GIVE AWAY A YEAR OF MORTGAGE- FREE LIVING

THE CHALLENGE

BMO, one of Canada's major banks, wanted to raise awareness of a new contest that was giving away a year of mortgage-free living. The contest needed to generate excitement and educate the target demographic of young families and singles, ages 27-35, that were considering buying their first home or upgrading to a larger home.

OUR SOLUTION

BMO used Pressboard's platform to create branded content with five influential English and French media publications. The content was tracked and measured through the Pressboard platform and published natively on each publisher's website. Each piece highlighted the nuances of buying a home and reinforced BMO's core message: "We're here to help." The branded content generated contest entries while also advising, educating and helping BMO's audience research their home purchase.



