

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.



Hottest New Neighbourhoods in Toronto

Sept 16, 2016

Neighbourhood by neighbourhood, Toronto is reinventing itself now more than ever. As our city grows, we're seeing new pockets of exciting residential developments and retail activity taking off. These five Toronto neighbourhoods showcase the best of...





5 Things You Should Know About Living That Condo Life in Toronto

Sept 26, 2016

If this is your first foray into the world of real estate, you're probably a little bit wary about the whole deal. Let's be real; unless you've been through the process before, you're going to be navigating uncharted...





TOP 5 des meilleurs quartiers de Montréal

Sept 9, 2016

Déménager, c'est souvent un casse-tête. Quand on y pense, il y a tellement de choix et de décisions à prendre. En plus, ce sont tous des choses à ne pas prendre à la légère ! Choisir un coloc, choisir ta déco...



CAMPAIGN HIGHLIGHTS

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Campaign overdelivered on its goal, resulting in almost \$26,000 in free media for BMO.



Audiences spent more than 1 minute on average reading and engaging with each story.



90% of readers found the stories via social media, as friends shared stories and advice with each other.

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All stories were presented by BMO







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CANARY DISTRICT

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UNCTION TRIANGLE

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