



# CitiSlickers: Communication Strategy Visual

| Medium   | Objective  | Flow  | Audience Reach Strategy  | Final Outcome   |
|--|--|---|--|---|
| <b>Murals</b>                    | <p>To build awareness and trust through a community-focused design. Informing viewers about Citi's mortgage options while creating an emotional connection, with Citi as a caring and trustworthy lender.</p>      | <p><b>Attention:</b> The mural's unique design draws people in by standing out in busy public spaces and increasing visibility for Citi's mortgage offerings.</p> <p><b>Information:</b> Viewers notice the message about Citi's mortgage options and \$2,000 credit incentive.</p> <p><b>Action:</b> A QR code directs people to Citi's website or a loan officer</p>  | <p><b>Prominent Communities:</b> Little Havana (Cuban), Hialeah (Cuban), Northwest (Dominican) and Southwest Miami (Cuban)</p> <p><b>Where:</b> Beachside, local parks, or even on physical Citi banks where there is major foot traffic</p> <p><b>How:</b> The mural should include local influences whether that be food, sports, or other community events that will appeal to pathos and establish the emotional connection with the communities within that area.</p> | <p><b>Community Investment:</b> Partnering with local artists to create murals enhances neighborhood spaces and reflects Citi's commitment to Miami's cultural and economic growth in a way that builds trust and local pride.</p> <p><b>Engagement with the Offer:</b> QR codes and location-based prompts guide consumers to Citi's mortgage webpage or nearby branches, driving awareness and action on the \$2,000 closing cost credit offer.</p> |
| <b>New Mother Care Package</b>  | <p>To build engagement by creating a positive first impression of Citibank's mortgage offer and associating the brand with family security and new beginnings. Central themes in motherhood and home planning.</p> | <p><b>Attention:</b> Citibank distributes goodie bags to new mothers at hospitals (includes diapers, Citibank baby bottle, flyer).</p> <p><b>Interest:</b> New mothers read flyer with the outline of the credit offer.</p> <p><b>Engagement:</b> Recipients scan the QR code, which brings them to the website.</p> <p><b>Action:</b> Users scan the website for details or to get in touch with a loan officer.</p> | <p><b>Hospital Partnerships:</b> Collaborating with local Hospitals and Maternity wards within Chicago and Miami to distribute the Citibank branded goodie bags to the new mothers.</p> <p><b>Website experience and targeting:</b> The families are directed to a website that reflects family oriented visuals, directory to mortgage explanations, and testimonials from homebuyers who have used the credit program.</p>   | <p><b>Long-term Customer Relationship:</b> Engaging with families during a life milestone allows Citi to become a partner, increasing the likelihood for re engagement.</p> <p><b>Engagement with the offer:</b> Through the QR code leading customers to the website page, it will increase traffic on the website.</p>  |