

## INTRODUCTION

The Miami homeownership market reveals both a challenge and a strategic opening for Citi. In Miami-Dade County, **Hispanic homeownership has declined from 55.4% in 2012 to 51% in 2022**, even as single-family home prices have risen by over 10% as of December 2024 (Florida Realtors, Umpierre). Despite this, **mortgage demand and application volume in Miami has increased from roughly 63,000 in 2014 to nearly 79,000 in 2023** (All Mortgage Detail). It is reasonable to assume that families are eager to buy homes but face financial strain and emotional disconnection from large lenders. This report proposes communication strategies to reach customers in the **Miami market**, with an emphasis on **connection and young Hispanic families**, to convert active home loan customers.

Through its \$2,000 closing cost offer, Citi can **offer financial relief to these families while reinforcing that they recognize the themes of family and stability**, which often drive customers to homeownership.

## AUDIENCE

A large proportion of the Miami market is made up of a **young, diverse, and family oriented Hispanic population**. The median Hispanic homebuyer is 31 years old, an age that heavily overlaps with the life stages of starting families (NAHREP).

Financially, this audience is **moving toward homeownership despite barriers**. Many buyers rely on family support with 14% reporting using a relative's gift for their down payment (National Association of Realtors). As a result, they are seeking lenders who can offer credibility and guidance.

## SOLUTION

### MURALS

We propose that Citibank target the Hispanic community by partnering with local artists in Miami to create murals. These murals should:

1. Appeal emotionally to the Hispanic community.
2. Portray certain cultural aspects of their family life.
3. Better the overall community through artwork.
4. Direct the viewer to educational resources with a QR code.

Ultimately, Citi should aim to create an art piece that grows organically through the audience. Through this strategy, Citi can break down its emotional disconnect with the local community and position itself as a **family-based lender that understands its targeted audience**.

### CARE PACKAGES

Our *New Family Care Package* strategy focuses on supporting new families through a community initiative developed in **partnership with hospitals**, specifically **Jackson Memorial Hospital** in Miami.

Each care package will contain a Citi branded care bag, baby bottles, bibs, pampers, and a congratulatory card for new parents, along with a QR code on the card that directs recipients to the mortgage website.

Citi is targeting families that are in the process of having children. As these families prepare to move into their new home<sup>2</sup> Citi's offer becomes a natural consideration. This partnership positions Citi to be valued as a **trusted partner** rather than just a lender by connecting with families at the very start of their parenting journey.

WEBSITE

The website offers a bilingual digital experience with themes of **family**, **stability**, and **support** emphasized throughout the campaign. It opens with a clear explanation of the closing cost credit, followed by a simple four-step walkthrough of switching lenders. This reduces the emotional and informational friction many first-time buyers feel.

The site reinforces credibility through a “Why Citi” section that shows the practical benefits (competitive rates, fast approvals, dedicated support) along with visuals, messaging, and testimonials that resonate with young families. Strategically placed calls-to-action make it easy to apply or speak to a loan officer at any point in the journey. Designed mobile-first and optimized for QR traffic from murals and care packages, the website turns **community-based touchpoints into a clear, trustworthy pathway** to becoming a Citi customer.

FINANCIAL VISUALIZATION

INVESTMENT	EXPECTED CONVERSIONS	REVENUE
<ul style="list-style-type: none"><li>o Total Mural Cost: <b>\$41,400</b></li><li>o Base Cost, Cost per Sq Ft, Contingency, Other</li><li>o Total Care Package Cost: <b>\$348,300</b></li><li>o Mom and Baby Gifts, Pamphlet, Bag, Shipping</li><li>o Total Investment: <b>\$391,200</b></li></ul>	<ul style="list-style-type: none"><li>o Mural Reach: <b>35,000</b></li><li>o Client Conversion: <b>0.5%</b></li><li>o Care Package Recipients: <b>9000</b></li><li>o Client Conversion: <b>10%</b></li><li>o Total Leads: <b>1075</b></li><li>o Lead Conversion: <b>30%</b></li><li>o Client Value: <b>\$1,900</b></li></ul>	<ul style="list-style-type: none"><li>o Year 1:<ul style="list-style-type: none"><li>o New Client: <b>322</b></li><li>o Rev: <b>\$613,700</b></li></ul></li><li>o Year 3:<ul style="list-style-type: none"><li>o New Client: <b>555</b></li><li>o Rev: <b>\$1,054,500</b></li></ul></li><li>o Year 1:<ul style="list-style-type: none"><li>o New Client: <b>758</b></li><li>o Rev: <b>\$1,440,200</b></li></ul></li></ul>

CONCLUSION

Altogether, with this communication strategy, Citi’s campaign will be centered around the values of community and family. Portraying Citi as a supportive and accessible lender within the lending industry. By utilizing colorful murals, care packages for new families, and an easy-to-use website, Citi can directly connect with various minority communities while still appealing to a broad audience. These media will work cohesively to **build trust, increase visibility**, and **communicate the simplicity** of the switching process. Citi’s \$391,200 investment in targeted, high-impact media creates early **visibility** and establishes Citi as an **active presence** within the family-oriented communities it aims to serve, while also building a scalable foundation for expansion into additional neighborhoods and cities.

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