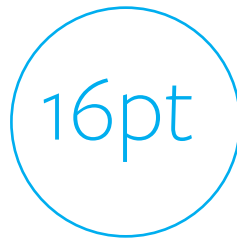
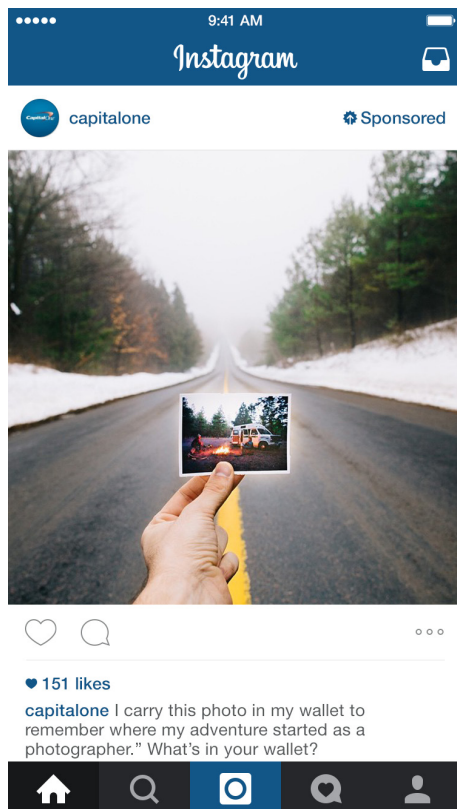




A Story in Every Wallet

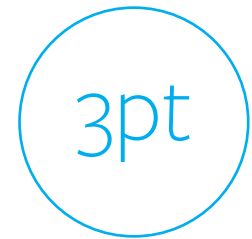
One of the first financial services brands to advertise on Instagram, Capital One used inventive images in a series of sponsored posts that showcased the mementos people carry in their wallets and the stories behind them. The campaign had significant impact on ad recall and brand awareness.



Ad recall of
Capital One IG Ads



Lift in ad recall
among people age 45+



Lift in favorability
among 21-24 age group

STORY

A different kind of bank

Founded in Virginia in 1994, Capital One is one of the 10 largest banks in the US. The financial services provider believes in helping customers and consumers improve their lives by bringing ingenuity, simplicity and humanity to banking.

GOAL

Leading the way in innovation

Capital One turned to Instagram to build brand awareness as a leader and innovator in financial services.

SOLUTION

Focusing on the things they carry

Capital One put imagery at the center of their five-week long #WalletStories campaign by reimagining their well known “What’s in Your Wallet?” tagline and encouraging people to open their wallets and share the keepsakes and memories they carry with them. The brand tapped 3 popular photographers to document these stories with original, authentic creative.

As a result, Capital One achieved a significant 16 point lift in ad recall, 2.5x higher than Nielsen’s norms for online campaigns, which helped the banking brand elevate their awareness among their audience. Among people 45 and older, the results were even greater with a 25 point lift in ad recall. They also achieved a 3 point lift in favorability among the 21-24 age group.

“Instagram helps us drive brand awareness and reach new audiences by bringing our time-honored tagline to life in a new and innovative way: #WalletStories.”

Marc Mentry
SVP, Brand Marketing
Capital One