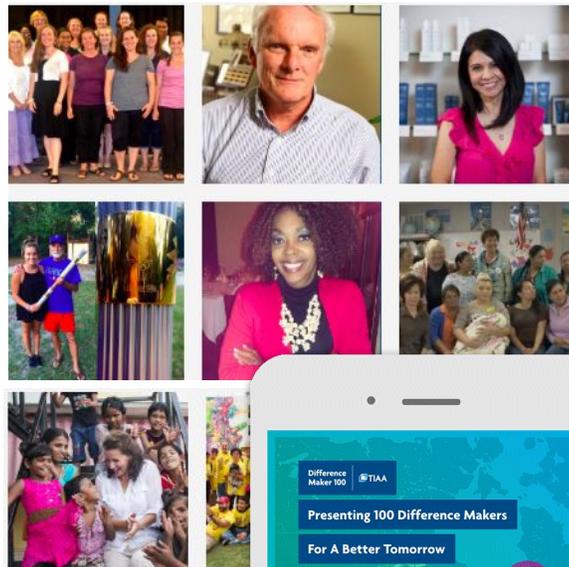


Case study

TIAA Case Study

Since 1918, TIAA has been a different kind of financial services company – one that enables the financial well-being of people in the academic, research, medical, cultural, government and non-profit fields.



Goal

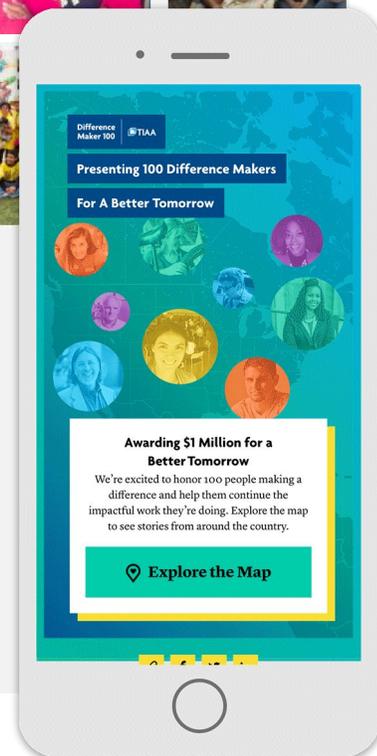
Drive awareness and engagement among consumers in the non-profit space, a core customer segment, while recognizing the brand's 100th anniversary

Solution

Launch integrated media and branded content campaign designed to celebrate the people TIAA serves with maximum reach and impact

Results

Successfully drove brand affinity by 140% and increased brand consideration by 35%



Leading with values

The company partnered with RYOT Studio & HuffPost (Verizon Media) to launch the TIAA Difference Maker 100, an integrated campaign designed to celebrate people working for non-profits who are making a positive impact in the world.

Leveraging best-in-class digital and social media with interactive content, social influencers, and celebrity ambassador Laila Ali, the year-long program honored 100 individuals with \$10K grants in their name to support nonprofits for a total of \$1 million from TIAA.

“The TIAA Difference Maker 100 program helped us celebrate our heritage with a renewed commitment to our values and the people we serve. Our year-long partnership with RYOT Studio and Verizon Media enabled us to authentically build more personal and relevant connections with our key audiences and further differentiate our brand.”

— Mark Elliot, CMO, TIAA

Case study

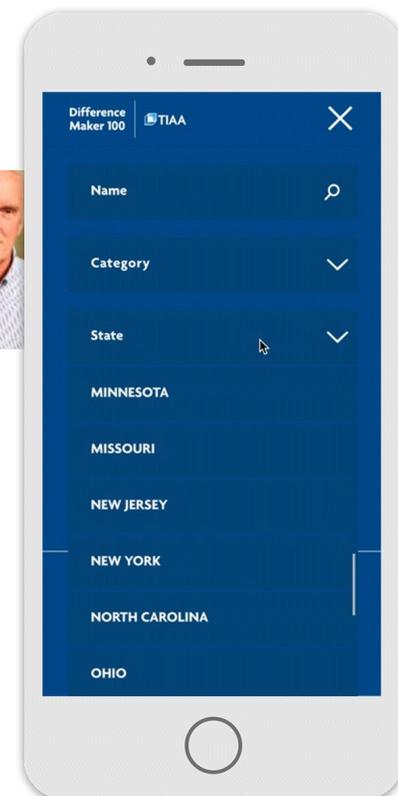
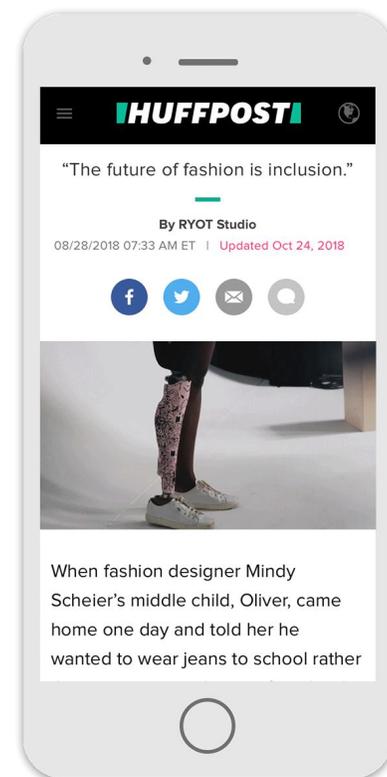
A Winning Strategy

To celebrate TIAA's centennial with emotionally-driven and inspiring content, the team developed a custom, branded content program, consumer activation and microsite that acted as a hub for the campaign.

At the launch of the program, integrated paid and earned media drove consumers to the honoree submission process and a series of docu-style videos inspiring others to be difference makers in their communities.

Media and branded content were promoted across Verizon Media sites and TIAA's social and web properties to help maximize reach and engagement. The submissions themselves became user-generated content on the site, helping to elevate the inspiring stories of real people making an extraordinary impact.

Original thought leadership provided unique insights into what motivates individuals to pursue and continue careers with non-profits, and an interactive A. I.-enabled quiz helped consumers uncover their "inner difference maker." A panel of non-profit experts, HuffPost editors, and TIAA leaders reviewed the submissions and chose the final honorees. Honorees were recognized via an interactive map that lived on the submission page and a branded editorial series on HuffPost, "100 Nonprofits You Need To Know And The Difference Makers Behind Them."



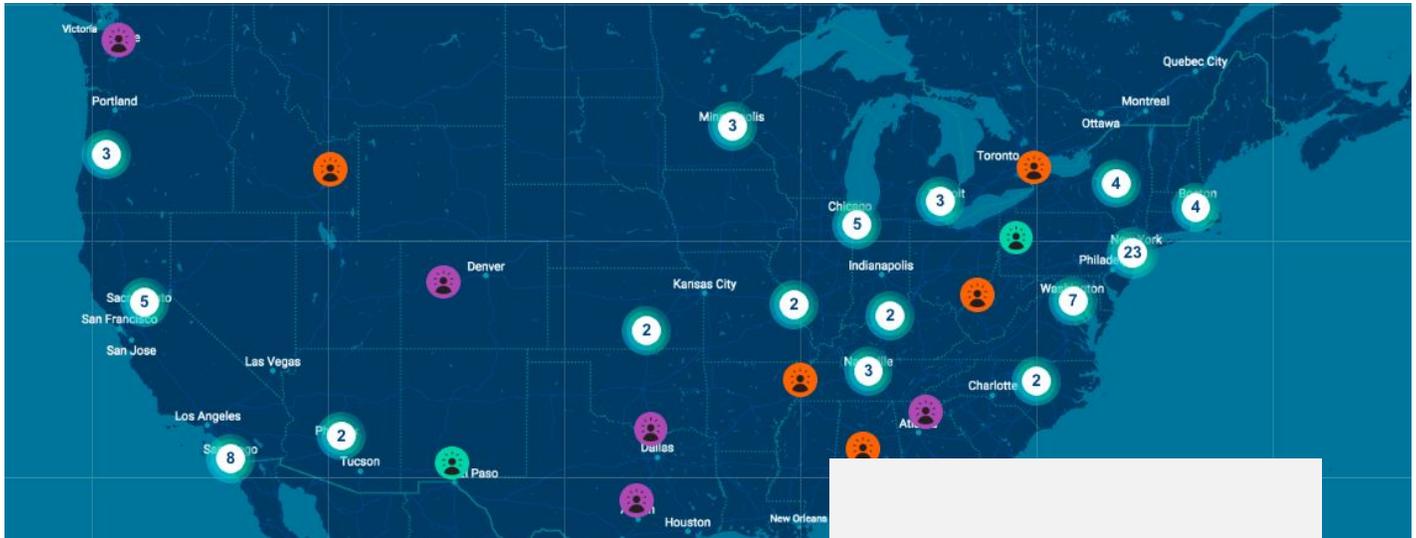
Impactful Results

The campaign ultimately received 4,000+ submissions - surpassing the original goal of 1,000 submissions four times over.

Equally important, the campaign successfully drove awareness of the TIAA brand and engagement in the program, garnering a high response of user-generated entries and strong content engagement throughout the course of the program. The result? A lift in brand affinity by 140% and increased brand consideration by 35%.

TIAA's Difference Maker 100 campaign proves that the right digital partner can drive value for both your brand and society.

Case study



Key benefits

Mass scale & awareness

- 844M social impressions
- 19M video views
- 302M PR impressions/UMVs
- 85% mobile users
- 40% video completion rate

Increased brand favorability, recall & brand association*

- 80% said they feel more favorable toward the brand after experiencing the campaign
- 64% said they are more likely to consider TIAA for future financial needs³
- 34% lift in "interest in learning more" about the brand
- 35% lift in brand consideration⁶

*compared to control respondent group

Award winning original branded content

- 19 custom content pieces
- 4K+ user-generated submissions⁵
- Outperformed "content rating" benchmark by 29%
- Outperformed "intent to view similar content" benchmark by 24%
- Outperformed "likelihood to share content" benchmark by 36%⁸

Winning Results

722M

Paid & bonus impressions delivered¹

140%

Lift in brand affinity⁴

35%

Increase in brand consideration⁷