

Hatch 61: Brands Amplified Category

Citizens #DitchYourWallet TikTok Activation



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How does a financial services brand reach new audiences to grow awareness, influence perception attributes of modernity and brand distinction, all while promoting a functional and tablestakes payment feature that's undifferentiated in the category? With a little help from the TikTok creator community!

With a goal of exploring a new medium to introduce prospects to the Citizens brand in authentic ways, TikTok enabled Citizens to extend a campaign idea in a culturally relevant way.

In the fall of 2021, Ogilvy collaborated with Citizens Brand/Advertising and Social teams to launch their first foray onto the platform. An extension of a larger integrated campaign, the TikTok creative reinforced the main message of *“paying fast and easy with the help of Citizens cards in your phone’s digital wallets.”*

Leveraging TikTok offered an opportunity to bring the narrative to life in a unique and participatory way through Creator-led content. Taking a test-and-learn approach with measured steps, the campaign launched on a rolling basis from September-October 2021. Ogilvy and Citizens had to navigate uncharted territories as a pioneer in the Finserv category, (keeping up with changing platform policies, navigating company legal reviews on post-copy, etc), but the benefits of partnering with Creators on a platform with a mission to “bring joy” allowed Citizens to build positive perceptions of the brand, in ways that didn’t “feel like an ad” to followers.

Creators posted organically to their TikTok profiles, and paid dollars boosted videos as Spark Ads on the platform to 25-40 year-old audiences in core media markets of Boston, Philadelphia, and Pittsburgh. Curated music tracks and use of planned hashtags allowed users to discover more videos as part of the activation. Wherever possible, Creators were also asked to wear “Citizens green” in wardrobe for a subliminal branding cue.

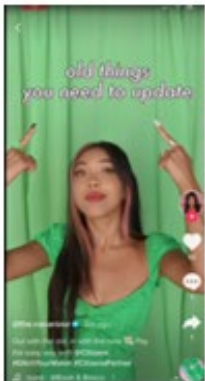
PHASE 1: #DitchYourWallet TikTok Activation

Launched in September, 6 TikTok creators were briefed on bringing to life the feeling of freedom when you ditch your physical wallet, and upgrade to pay with a Citizens card in your phone's digital wallet.

Creators put their own personality on their video, upgrading from old trends, to new ones, all ending on a final scene of going from physical to digital wallets with the help of a Citizens card. Both paid and organic activity helped amplify the videos in TikTok feeds. Users commented with "BRB ditching my wallet!!!" and "@Citizens is my bank!!! ♡ BRB – loading my card!", which reinforced their understanding of the main message. Comments like "I love how you incorporated fashion into the ad, very creative and engaging" and "THIS is how you make a sponsorship fit into your brand. It felt effortless. Love the creativity here." gave accolades to the authentic ways Creators brought the message to life.

In keeping with Citizens' commitment to partnering with diverse talent, Creators varied across race, gender, sexual orientation, solo vs. couple creators, and passion points/hobbies. Creators all used the same curated music track (*Move Around by Book & Bosco*), and boosted ads drove users to Citizens' digital wallet product page on Citizens' website.

Nava Rose



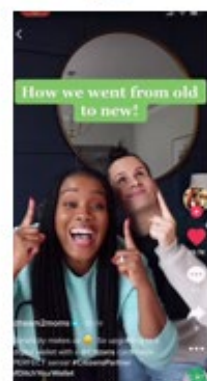
Cody Andrew



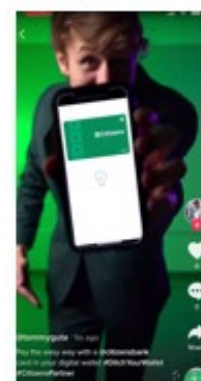
Kristine



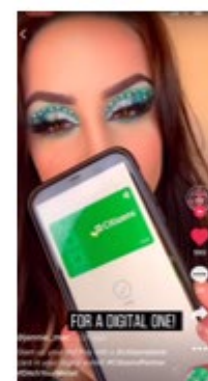
Team2Moms



Tommy



Jennie Mac

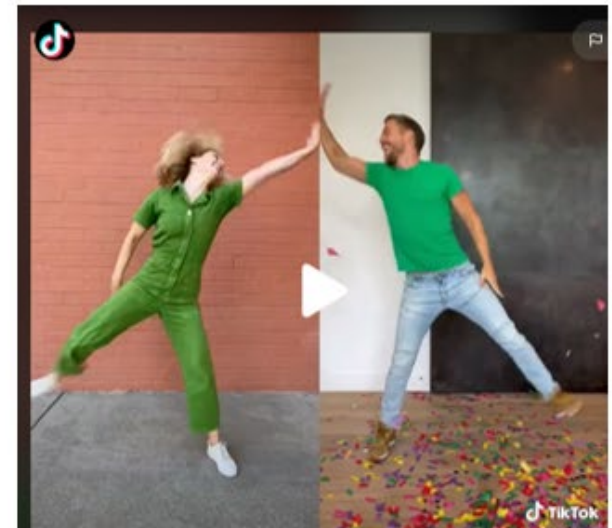


PHASE 2: #DitchYourWalletDuet TikTok Activation

Phase 2 rolled out in October with the goal of capturing attention in a bigger way.

Citizens was first regional bank to leverage the TikTok Duets feature by partnering with Derek Hough of *Dancing with the Stars* fame. Derek choreographed a #DitchYourWalletDuet dance exclusively for Citizens, to a curated track (*Boom - Citizens Remix by REAH*), capturing the liberating feeling of ditching a bulky wallet to upgrade for a digital one. Posting the video to his TikTok account with 6MM+ followers, his notoriety gave the Citizens brand a recognition moment alongside a pop culture icon in a surprising way for a financial services company.

Users could learn the dance and post a side-by-side duet video. 2 additional creators with a TikTok focus on dancing joined in to amplify the message to their followers. See example [@HappyKelli post here](#).



TikTok Results & Internal Amplification

With 37.5M impressions overall, Phases 1 and 2 Ditch Your Wallet videos beat platform view thru rate benchmarks by 12%. Videos received positive sentiment which allowed Citizens to keep comments on for the duration of the campaign.

Citizens' first TikTok campaign also served as an internal signal to colleagues across Citizens' network that the brand is embracing modern ways to reach new and younger audiences. As the company delivers on mobile-first experiences and offerings for their customers, so, too, does their marketing teams. Citizens Internal Communications partners helped to amplify the campaign efforts on leadership blogs, at company Town Halls, and homepage takeovers and write ups on their internal company website. Derek created a special shout out just for Citizens colleagues about his involvement. During Citizens' annual Employee Appreciation Week, Derek's #DitchYourWalletDuet dance was unveiled first to colleagues, who got together to learn the dance for team building.