In the summer of 2020, BNY Mellon Wealth Management launched a brand awareness, consumer-focused campaign aimed at highlighting that “good advice makes a difference.”

### Vertical video drives engagement

BNY Mellon Wealth Management’s campaign focused on leveraging a mix of LinkedIn Sponsored Content including video, carousel and single-image ads:

*Capturing a user’s attention in the cluttered feeds and on their second screen is key to driving engagement.*

Insights from AdEfx also showed the deeper effects of the campaign—increased brand recall and familiarity:

- **Increase in brand familiarity:** 14%
- **Increase in ad recall:** 3%
- **Increase in brand consideration:** 3%

### Key insights lead to a successful campaign

Two learnings were identified that will inform strategy for future campaigns:

1. **Go where your audience is:** LinkedIn members are more likely to own investments or be in-market for investments and savings products. For BNY Mellon Wealth Management, this audience insight made LinkedIn a powerful choice for their campaign.
2. **Diversify your content:** BNY Mellon Wealth Management activated a broad range of ad units, which gave consumers varied ways to engage with the campaign.

### Define success

By clearly defining familiarity, ad recall, and consideration as key success metrics at the project’s outset, the team was able to optimize towards better results throughout the campaign.

### Thanks to precise audience targeting, engaging creative and insights from marketing partner Acxiom and AdEFx, BNY Mellon Wealth Management was able to increase brand awareness among receptive high-net-worth consumers.