



MSN greatest hits:

- Each month MSN NZ connects with over 2.4 million Kiwis, reaching 86% of New Zealand's online population
- Along with our website msn.co.nz, MSN's local network also comprises Hotmail (1,176,000 NZ users) and Messenger (465,000 NZ users)
- MSN visitors keep growing and currently average 4.6 million unique browsers (UBs)
- In 2010 msn.co.nz homepage page-views increased 44% to 212 million
- MSN's performance (cost-per-click advertising) network on any month offers advertisers 200 million impressions

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Doing the business for agencies and their brands

BNZ Home Loan Centre brings thousands through the door

Standalone destination massive hit with homeowners



BRIEF	Take online sponsorship to the next level
CLIENT	BNZ
TARGET AUDIENCE	Homeowners aged 25-44 years
PLATFORMS	MSN.co.nz
AGENCY	Spark PhdiQ

Campaign

Brand researchers say banks are at parity, and marketing must encourage consumers to appreciate differences beyond raw transactions and service. Trust and friendship aren't enough. But being more useful could work. Using this insight, MSN sought to create the BNZ Home Loan Centre, an online destination aimed at targeting consumers looking to buy their first home, re-fix loans, and finance additional property ownership.

It has fast become MSN Money channel's most popular section, blitzing initial traffic estimates - page views 444% over initial estimates and UBs 45% over initial estimates. Credit to BNZ, who forsook the inclusion of overt branding and promotional content to preserve neutrality and a presentation format reflecting MSN's wider editorial environment. It worked a treat.

MSN solution

MSN responded to a sponsorship brief designed to capture engagement and drive consideration of the BNZ brand. An orthodox approach would have seen branding - typically 100% share of voice for a predetermined period - dominate an existing MSN category. However, we went for deeper content integration, introducing a new proposition, which our audience loves and delivers over and above BNZ's original objectives.

Execution

Working as the media property owner, solutions architect, and content aggregator, MSN approached contributors including Bernard Hickey and Diana Clement, integrating partner content and tools, and repurposing relevant BNZ home loan content. MSN also provided editorial support. The dedicated Home Loan Centre had to be bigger than just BNZ, inasmuch as discontinued sponsorship wouldn't automatically jeopardize the minisite's existence. BNZ offered substantial content and access to industry experts, and both MSN and BNZ's agency continuously reviewed content and administered changes and additions. The solution demanded close coordination of MSN sales and editorial functions, who jointly conjured an approach that worked commercially and editorially.

Results

BNZ Home Loan Centre is MSN Money channel's most popular section, in just its third month notching up 136,195 page impressions and 17,440 unique browsers (five times initial page view estimates)

It's sending stickier traffic to bnz.co.nz, with BNZ website visitors arriving from BNZ Home Loan Centre viewing 79% more pages and spending 44% longer on BNZ's website

Lessons

Sure, banks serve up lots of good information of their own, but the appeal of doing it with a third-party was the opportunity to include more lifestyle related content, along with the hard financial stuff, one step removed from the bank.

Digital keeps changing and it is incumbent on online media property owners to show leadership and their advertising partners what's possible. MSN took a problem and engineered something completely new and unexpected. That's what we love about digital.



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