



THE VALUE OF DESIGN & MULTI-CHANNEL ADVERTISING

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THE VALUE OF DESIGN & STRATEGY: CREATIVE DOUBLES RESULTS



“Need Money? We’ve got it!” — the message Oak Street Funding, LLC shouted from the rooftop. Oak Street, a “knight in shining armor” aided insurance professionals to grow and expand marketing efforts.



The problem: after a paralyzing recession, Oak Street needed a way to help clients spring into action, to grow rather than wither.



To do so, they needed a bold, efficient, and above all effective way to get their message out. Enter Buckaroo.

ADVERTISING COMBINED WITH MONTHLY E-NEWSLETTERS



Via the electronic newsletter, Oak Street's click-through response more than doubled with a **27% increase** in leads.

Oak Street's new print campaign experienced a **47% increase** in landing page hits with Buckaroo's distinct creative and messaging.

TESTIMONIAL



From day one, Buckaroo showed a genuine interest in our business, **understanding our customers' needs and working with us to accomplish our goals.** It's refreshing to work with an agency that constantly brings enthusiasm, fresh ideas and insights to the creative process."

"The new monthly newsletter is out-performing the print edition at a fraction of the cost. The data clearly shows an uptick in response. **Buckaroo's creative is making a positive impact.**



Caitlin Elam,
Marketing Manager Oak Street Funding LLC