

# Local Works: Capital One



## The Client

Headquartered in McLean, Virginia, Capital One<sup>®</sup> offers a broad array of financial products and services to consumers, small businesses and commercial clients in the U.S., Canada and the UK.

## Objective

Drive awareness of Capital One's 360 Money Market among adults who are eager to grow their savings.

**Target** - Affluent Consumers

## Geography

San Francisco Metro, Chicago Metro

## Solution

A geo-targeted print campaign in two metro areas that showcased Capital One's high-interest-earning savings account. The campaign ran in six Condé Nast magazines to target high-income earners.

## Recommended Media

Bon Appétit, Golf Digest, GQ, Wired, Vanity Fair, The New Yorker

