



Simplify A Technical Instrument To Retail Investors & Dominate Search Results on Social Media

THE CLIENT

CIBC

Canadian multinational banking and financial services corporation headquartered in Toronto, Ontario, with \$700+ billion AUM.

The Challenge

Canadians weren't investing in the US stock market because of high exchange fees. CDR's (Canadian Deposit Receipts) is a CIBC product that allows Canadian retail investors to easily trade in American stocks, but this complex financial tool was hard to explain to the Canadian retail investors.

The Objective

CIBC approached BrandPilotAi with the goal of simplifying CDR's for retail investors and raising awareness for CIBC's product.

THE SOLUTION

The Process

CIBC leveraged BrandPilotAi's curated roster of financial influencers across TikTok, Instagram, X and Discord. BrandPilotAi used its proprietary platform to engage influencers and target retail investors. BrandPilotAi launched 5 campaigns, each explaining one aspect of CIBC's CDR product, educating the retail investor audience on its benefits and raising awareness on social search engines.

The Results

BrandPilotAi targeted a total of 1.3 million followers by enlisting 16 influencers across 4 social platforms. The 8-week campaign ran on 21 different influencer channels and generated 4,169 engagements.

The average CPE was \$1.98 and an impressive 100% of the top 15 results on TikTok's Search Engine Results Page were BrandPilotAi's financial influencers.

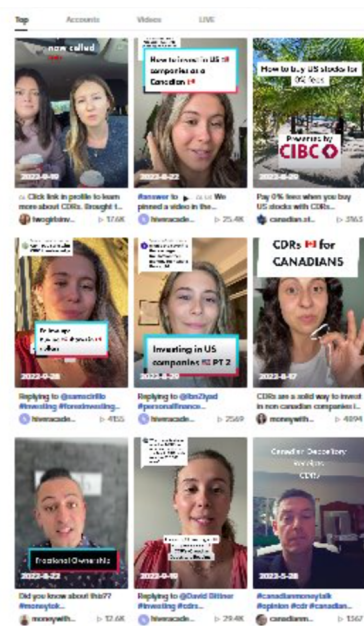
AT A GLANCE

Challenges

- Product awareness
- Brand awareness

Benefits:

- Quality UGC explaining the product, quickly produced and posted
- Dominating search results on TikTok



SCHEDULE CALL NOW!

josh@brandpilot.ai