



Fifth Third Home Ownership Mobile

Challenge

Fifth Third Bank created a partnership with Freddie Mac, the government-charted residential mortgage company; the Community College Foundation, a Sacramento, California-based nonprofit; and other local community nonprofit such as Faith Community Home-Buyer Corporation in Michigan to promote the Fifth Third Home Ownership Mobile. The 40-foot e-bus was equipped with computers, electric mortgage applications and private rooms for counseling and Internet connections. It was the first time in history a mobile unit was set-up to go directly to the people to assist with home ownership information. In 2004, the program was created as a six-month pilot (throughout the Midwest) designed to educate people about mortgage lending, setting-up checking and savings accounts by using technology and computers.

Solution

Avance coordinated, staffed and assisted in the implementation of the e-bus tour. Avance managed all aspects of the event planning, coordination and implementation including developing strategies, run-of-shows, plans, messaging, media and community relations, budget creation and tracking, registration and response tracking, graphic design, signage and other collateral materials. Avance coordinated the various locations of the tour in communities and developed the process for crowd control/management in conjunction with Fifth Third's security and local police agencies. The e-bus campaign highlighted the bank's many successful efforts to establish itself as a friendly bank in urban markets. The e-bus mobile tour was used as a means to educate consumers about the bank's services and its good corporate citizenship. These activities created high visibility and strong consumer awareness for Fifth Third Bank. Additionally, the e-bus campaign helped the bank establish community partnerships that led to an increase in market share and consumer confidence. This program started as a six-month pilot 10 years ago and is still operational, to date.



Keith Anderson, left, regional sales manager for Fifth Third Bank, discusses a home loan with Karen Dorsey, 34, from Detroit on Tuesday. Through July 30, the bank will take the mobile financial services classroom to 10 locations in and around Detroit.

A banking class on wheels

Fifth Third home-finance bus tours Detroit area

By RAJIV YVAS
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income families on home ownership, credit scores and opening bank accounts.

The Cleveland-based bank has partnered with Freddie Mac, the

that a bus has been set up to go directly to the people," said Detroit Mayor Kwame Kilpatrick at the inauguration ceremony at the downtown campus of Wayne State University.

Riley said he expects about 2,000 people in Detroit to take advantage of this program, of which about a thousand will get prequalified for a mortgage.

On the bus, Detroiters will be able to get personalized evaluation, speak to financial work-ownership savings accounts reports for small-business, homeownership support program life," said senior vice president



A crowd gathers around the Fifth Third Homeownership Mobile bus in Detroit on Tuesday. The bus is a grass roots effort to take homeownership education directly to the people the bank serves.

BANK | Fifth Third bus tours Detroit

From Page B1

... president of corporate relations at Freddie Mac. "Fifth Third is making a real effort of thinking outside the box."

Robinson said Fifth Third came up with the idea and decided to partner with Freddie Mac and Community College Foundation, which already had a similar program.

The Community College eBus program is in its eighth year. The eBus program is focused on rural, low-income and minority communities and educates people about technology and computers.

For Fifth Third, the program is a 6-month pilot project, and bank officials will review the program once the pilot is completed.

"This is such a cool program that I would like to see this every summer," said Riley.

Fifth Third's community improvement program comes on the back of a 2-year expansion plan it announced in April. The bank had said at that time that it had plans to open 14 banking branches this year in the Detroit area and another 14 in 2006.

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