

By turning a finance lesson into a fun game, PNC showed kids that learning about money doesn't have to be painful.

PNC has sponsored the PNC Christmas Price Index (CPI) for the last 30 years as a means of educating the public, with a focus on middle school and high school students, on trends in the general economy in an interesting, engaging way using the 12 gifts from the classic carol "The Twelve Days of Christmas."

The PNC CPI has become a highly anticipated holiday tradition, receiving broad media coverage. The CPI website is one of the most visited PNC sites during the holiday season, making everyone who visits it feel like a kid again.

Our goal was to make learning about the economy less intimidating and more fun. We set out to create a financial education experience that would get kids excited about learning and felt more like play than work.

## Goals

1

Engage middle and high school students to learn economic principles

2

Incorporate new technologies and social media to celebrate CPI's 30<sup>th</sup> year

3

Turn a seemingly boring topic into a fun and interactive experience

## Strategy

Most kids think finance is boring so we knew it was important to create an experience where students could learn about the economy without realizing it. Because kids don't love finance, we based the experience on something that kids do love: toys.

Understanding that the world is becoming more digital, PNC continued its yearly tradition of using innovative technologies by incorporating on-demand 3D printing into the campaign. This allowed CPI to go beyond a digital experience by 3D-printing the toys, making the experience even more tangible and exciting for the kids – the perfect celebration for CPI's 30<sup>th</sup> year.

# Case Study | A Kid-Friendly Financial Education Experience | PNC Christmas Price Index Gift Maker

## Execution

Gift Maker combined live action, 3D models and HTML5 animation to create a simple, fun experience for desktops, tablets and mobile phones. Kids started with 12 unfinished toys they could build by dragging and dropping the parts they wanted. With over 3,000 possible combinations, each child could create a unique set of toys. As they built the toys, kids learned their 2013 prices and the economic factors that affected them. Then every day for 12 days, PNC randomly selected toy designs, printed them on 3D-printers, assembled them by hand and sent them to their creators in time for the holidays.



## Results

Incorporating an interactive component into the CPI experience really resonated with PNC's audience. Site visitors spent significant amounts of time on the website designing toys and then proudly shared their creations on Twitter and Instagram. The best part? Because of the captivating online experience, **PNC was able to accomplish their goal of teaching students about the economy in a fun, unexpected way.**

**Total Site Visits**  
140,852

**Avg. Visit Length**  
10 min 36 sec

**Total Page Views**  
2,930,674

**Total Gift Submissions**  
16K+

\*Metrics pulled for month of December

**132MM Earned Media Impressions**

### The New York Times

