

Client Need: Offer home equity solutions to people most in need.

Campaign Focus: Inspired by the Client's equitable approach to financial services, we developed a digital marketing strategy that emphasized members are more than just a credit score. Loans are approved based on character, as well as financial history. Each applicant's "story" truly matters in the underwriting process. This wholistic approach makes it possible for all applicants, even those with bad credit, to access and utilize equity in their home.

Results: The Client has reported this campaign helped secure a substantial increase in HELOCs, Home Equity Lines of Credit...and goodwill!