



^ Brochure, direct mail piece and print ads

The Lending Outlet logo >

Launch a successful new brand as a lending alternative

Business

The Lending Outlet, a subprime lending subsidiary of an established community credit union

Audience

Potential borrowers who would likely turn to high-interest credit cards and/or unscrupulous payday lenders for quick cash. Focus on young adults/families, and homeowners who wish to make home improvements

Challenge

Establish a new name and brand program to quickly build loan volume among target audiences and increase credit union membership. Focus on building a financial future with tools and information for learning sound financial management

Strategy

Develop messaging and imagery that is bright and crisp to engage a youthful and diverse audience. Emphasize the unique approach to subprime lending—quick, simple loan process, flexible options and competitive rates from an established, trustworthy source. The messages give borrowers with bruised or no credit a sense of hope for rebuilding or building their financial future

Results

Within its first 30 days of business, The Lending Outlet quadrupled its goal for net loan growth and members served. Volume continued to exceed goals within the first year, prompting plans to open a second location. Walk-in business outpaced referrals, further proving the effectiveness of the marketing program

