



News Release: For immediate release

Date: January 10, 2012
Contact: Jennifer Larsen Morrow
Phone: (503) 883-4433 or 1.866.363.4433 (toll-free)
Email: jlmmorrow@creativeco.com
Web: www.creativeco.com

Smartway Advisors Selects Creative Company **Creative Company named agency of record**

MCMINNVILLE, OR: Portland-based [Smartway Advisors](#), a company offering auto financing programs for people with poor credit, has chosen Creative Company as their agency of record. Smartway helps borrowers buy a car and rebuild their credit with a fair-interest loan based on work history, not a credit score. Smartway partners with local credit unions to provide the financing.

Creative Company has developed a cohesive marketing strategy for 2012. Expanding Smartway's online brand, improving SEO, adding social media, leveraging media buys, and designing targeted direct mail campaigns are primary goals. Plans for a regional roll-out of the flagship loan program, Trust Funding, are included.

"Because of the help they provide their clients, it's very exciting to be involved with Smartway. It's not just about a loan. They really are focused on helping their clients turn their financial lives around," explained Creative Company's Digital Marketing Director, Ron Miller.

The Creative Company team works closely with Smartway's general manager, Dave Daniels, and marketing director, Jon Stanley. The team is focused on generating more loan volume in the Portland market, while expanding reach within the credit union territories. Credit union partners include Portland-based [Unitus Community Credit Union](#), Eugene-based [Oregon Community Credit Union](#), and Vancouver-based [Twinstar Credit Union](#).

ongoing response



“Working with Creative Company has been such a rewarding experience, especially in these early planning stages,” said Smartway General Manager, Dave Daniels. “They are an invaluable strategic partner with great ideas for improving our marketing effectiveness.”

With a poor credit score, interest rates on an auto loan can be as high as 30%. Smartway’s unique approach to financing is designed to help working people with poor credit afford a reliable car at a 12.99% rate. In their showroom near the Portland airport, Smartway offers reliable used cars that meet stringent loan criteria. They will then provide a complete package—both the car and the loan. The Trust Funding loan program is also available through preferred dealerships in the region.

Smartway supports financial literacy and works with borrowers to help them get their credit back on track. The program has been very successful in helping people get a car they need at a decent rate, and in improving the credit scores of borrowers.

“We have worked with Smartway in the past and been very impressed with the quality of the people and the programs they offer. Now as they’re expanding, we’re delighted to be the firm chosen to help them grow,” said Creative Company President, Jennifer Larsen Morrow. “We’re looking forward to a successful partnership in 2012.”

About Creative Company

For more than 30 years, Creative Company has provided brand strategy, design and management services. A wide range of clients have seen the impact of the company’s award-winning design and focused marketing programs.

Blog: optimizemybrand.com
Twitter: [@optimizemybrand](https://twitter.com/optimizemybrand)
Facebook: [creativeco](https://www.facebook.com/creativeco)