

AUSTRALIAN CENTRAL CREDIT UNION

CREDIT UNION
AUSTRALIAN CENTRAL



Bus Shelter



POS mobiles

Project

Personal Loans.

The Objective

To get people in the market for a personal loan to place Australian Central on their shopping list.

The Strategy

'You can have it now'. Often when making a large purchase, it is referred to as 'a present for yourself' – Einstein da Vinci and Company needed to provide prompts of what that present could be and provide a consistent call to action with strong branding.

The Deliverables

Television, press, out of home, plus in-branch point of sale material including posters, mobiles and DL leaflets.

The Results

Increased personal loan enquiry over the campaign period by 16%.




einstein da vinci

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AUSTRALIAN CENTRAL

Found what you want? You can have it now!

8.83%
pa.
comparison rate



Spoil yourself today with an Australian Central Personal Loan.

Australian Central

YOU'RE CENTRAL TO EVERYTHING WE DO

DL support brochure



You can have it now.

With a Personal Loan.

Australian Central

TVC



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