



OBJECTIVE:

Credit Plus, a nationwide technology company that provides credit and mortgage information to clients in the financial services industry, wanted to increase awareness of its services.

TARGET AUDIENCE:

Mortgage bankers and brokers.

STRATEGY:

Create and implement a full branding campaign to increase awareness and promote Credit Plus as an expert in the industry. Also launch its title and settlement/closing services company.

CREATIVE:

We rebranded Credit Plus by updating the logo, creating a tagline and incorporating a new color palette. Collateral pieces and print ads were designed to promote the refreshed look. We developed the name, Ariston, for its title and settlement/closing services company. Aggressive public relations and media relations campaigns were launched and we authored numerous articles for the client that were published in key trade publications. We also implemented a direct communications program that included email blasts, quarterly newsletters, billing inserts and dimensional mail. We revamped the client's trade show booth and developed promotional giveaway items.

RESULTS:

Credit Plus quickly became recognized as a major player in the industry.

Company executives have been interviewed for major daily newspapers and national news outlets such as the Los Angeles Times, Chicago Tribune, msnbc.com and MarketWatch.com. Credit Plus also has received a substantial amount of press in trade publications such as Mortgage Banking magazine, Scotsman Guide, National Mortgage News, Origination News and many more. Credit Plus experienced increased booth traffic at trade shows. As a result of our strong, partnership-style relationship that has continued for more than six years, the client values Seroka as an extension of its marketing department.

Advertisements



Advertising Campaign



Direct Response



Stationery



Fliers



Sales Kit

