

Challenge

Finance and Credit Corporation (Fincorp) is a well-established principal lender that specialises in bridging loans to clients who require quick decisions and fast turnaround. Traditionally the company has focused its energies on building relationships with property developers. This has proven to be a successful strategy. However, given the parlous state of the property market over the last few years, enquiries have dropped dramatically. To address this shortfall Fincorp asked Command D & Response to develop and implement a strategy to raise their profile in their traditional markets and to help them target the broker (introducer) market for new business.

Solution

Traditionally bridging loan companies have marketed themselves on 'givens' such as 'fast response', 'competitive rates' and 'flexibility' and have all tended to use obvious imagery to communicate the message. We recommended that the client differentiates itself by 'the way it does business'. This we articulated in the campaign theme 'Bridging Loans. Clear & Simple'.

We refreshed their corporate identity, designed and built them a new website and produced individual brochures for each of their markets. In addition, we created a highly distinctive and visible advertising campaign to run in the broker media and to generate enquiries.

Results

Fincorp has seen many of its competitors go by the wayside in recent years and is committed to growing its business at this difficult time through investment in a concerted marketing campaign. The initial results from the press advertising have been extremely encouraging and the client has already seen a marked increase in enquiries.

