

**SHOULDN'T SAVING
BE AS REWARDING
AS CREDIT?**

MARKETING KIT



CAMPAIGN OVERVIEW

Create more engagement with a professionally designed Plinqit campaign. Everything you need to generate interest and action and reinforce your brand share of voice is included.

The consumer campaign for Q3 2024 reminds your audiences that savings should be rewarding, and you'll reward it with Plinqit automated savings and financial wellness content.

ACCESSING FILES

Canva**Template**

Our Canva templates are designed to be both customizable and easy to use. To get started, simply click the template button to open it in Canva. From there, you can easily customize the text, images, and colors to match your brand and your message. With Canva's intuitive drag-and-drop interface, you can create beautiful designs in just minutes.

**Zipped File**

Click on the link to download the file to your computer. Once the file has finished downloading, locate it in your computer's downloads folder or wherever you saved it.

Extract the contents: To access the files inside the zipped file, you will need to extract, or unzip, them.

**Request Upload**

Prefer to use your own secure file transfer system? Click "Request Upload" to complete the form.

CAMPAIGN OVERVIEW

"This campaign started with an idea I heard on a podcast. 'Shouldn't building wealth be as easy as using a credit card?'" says Kirsten Longnecker, SVP of Marketing for Plinqit. "I immediately recognized that savers should feel rewarded. They should feel good about their money management choices. Yes, there is a place for credit, but now more than ever, it's kind to remind your customers and members they're making the right steps toward financial wellness. And who better to showcase that...than you?"

Who:	Social Channels: Women & Men, Ages 25-44 Current Customers: Active on mobile banking, no savings account Lobby Traffic: New account holders
What:	Shouldn't Saving Be as Rewarding as Credit campaign
When:	Anytime
Where:	Social Channels Customer Email FI Website Online/Mobile Banking Ads In Branch
Why:	Increase awareness of FI-offered free automated savings and financial wellness tools by encouraging consumers to prioritize savings and their financial freedom.
How:	Digital Distribution & In Branch
Budget:	Optional: Printing buckslips Optional: Paid advertising

MESSAGING

Graphics and captions can be used for posts, stories, or reels.

Shouldn't Saving Be as Rewarding as Credit?

It's time to be rewarded for saving, not for the credit card trap. Sign up for Plinqit to automate your savings and earn \$ rewards.

[CTA button] Start today (Add URL to CTA)

Shouldn't Saving Be as Rewarding as Credit?

The Plinqit app makes saving simple, fun, and rewarding. Start a goal, learn about good savings habits, and earn while you learn!

[CTA button] Sign up now (Add URL to CTA)

Shouldn't Saving Be as Rewarding as Credit?

Automating your savings can help you better manage your money. And with Plinqit, you'll earn while you learn about money management.

[CTA button] Reward yourself (Add URL to CTA)

Shouldn't Saving Be as Rewarding as Credit?

Saving for big and little goals starts with setting up your automated Plinqit savings goal. And you can earn while you learn!

[CTA button] Save smarter (Add URL to CTA)

Shouldn't Saving Be as Rewarding as Credit?

Shouldn't saving be simple, fun & rewarding? Join thousands of users who have reached their savings goals with Plinqit. Download our app and start saving smart.

[CTA button] Try Plinqit today (Add URL to CTA)



TIP: Share content right from Plinqit socials!



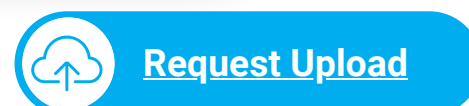
SOCIAL GRAPHICS

Attention-getting images plus a memorable tagline.
All you need is to add your logo!

1080px x 1080px



940px x 388px



WEB BANNERS

Sizes 600px x 200px, 4500px x 1250px, 6912px x 3456px

600px x 200px



4500px x 1250px



6912px x 3456px



[Zipped File](#)



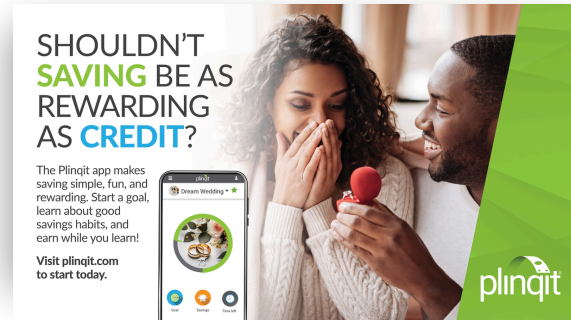
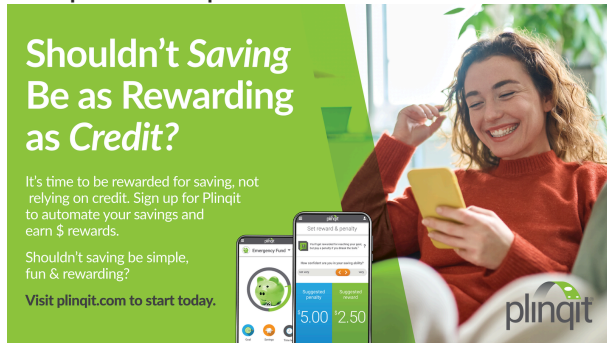
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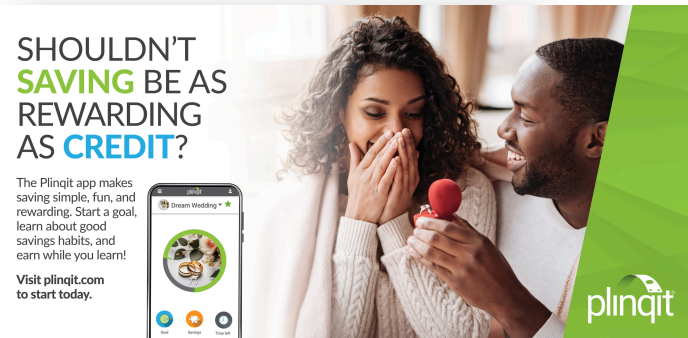
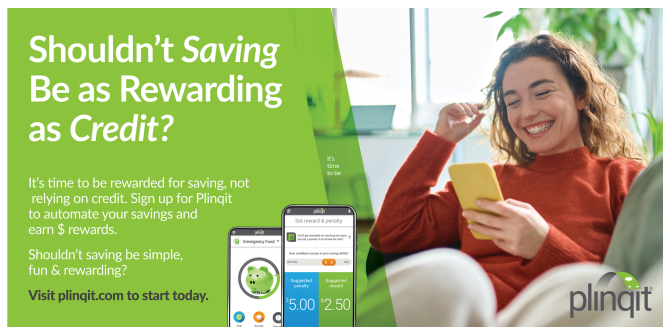
TV SCREENS

Sizes 1920px x 1080px, 4770px x 2325px, 8000px x 4250px

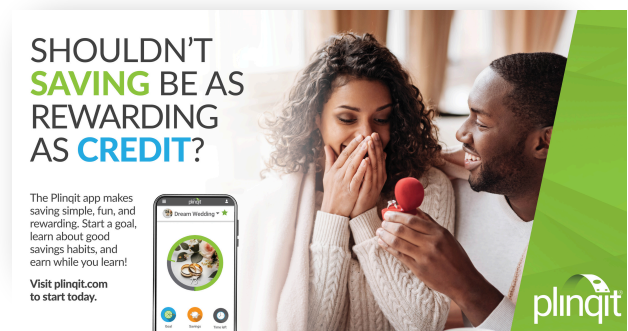
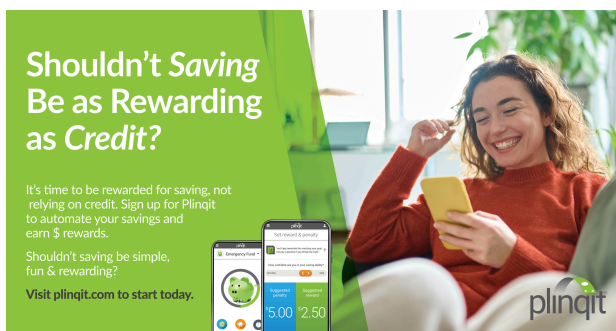
1920px x 1080px



4770px x 2325px



8000px x 4250px



Canva

Template



Zipped File

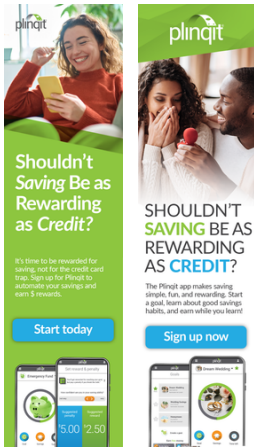


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DISPLAY ADS

Sizes 160px x 600px, 300px x 50px, 300px x 250px, 320px x 50px, 600px x 315px, 728px x 90px, 1200px x 627px

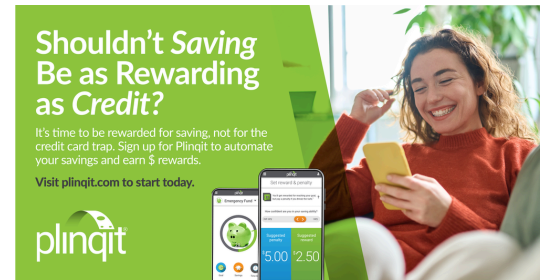
160px x 600px



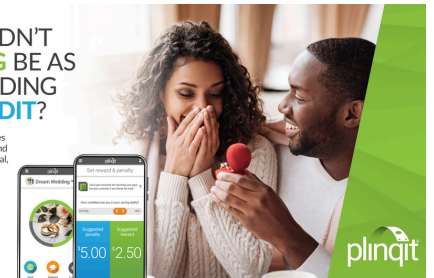
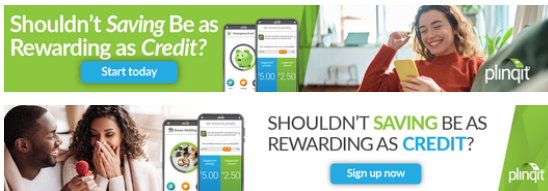
600px x 315px



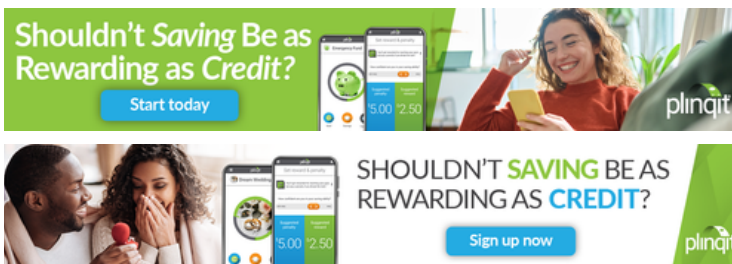
1200px x 627px



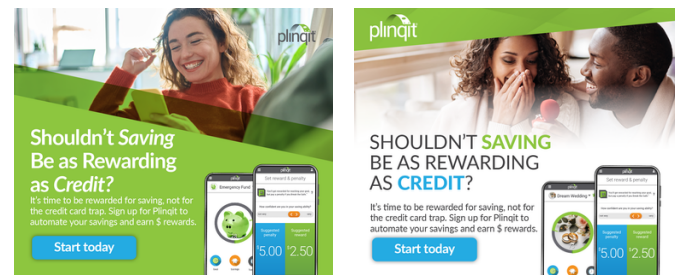
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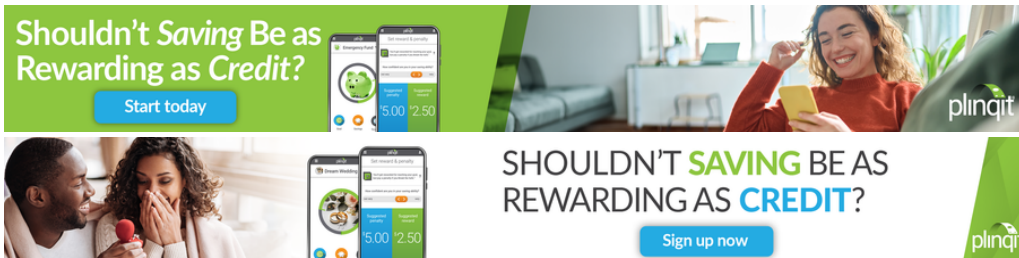
300px x 50px



300px x 250px



728px x 90px



[Zipped File](#)



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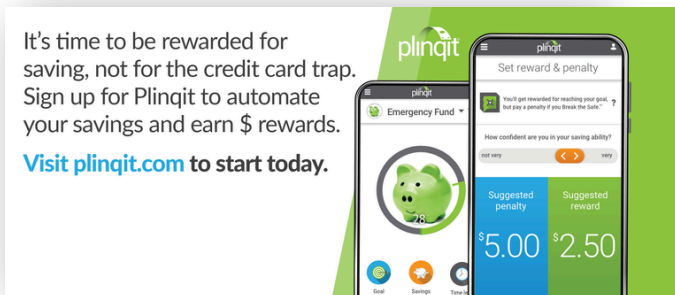


BUCKSLIPS

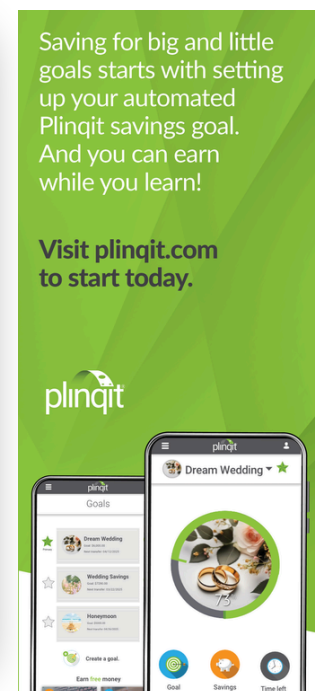
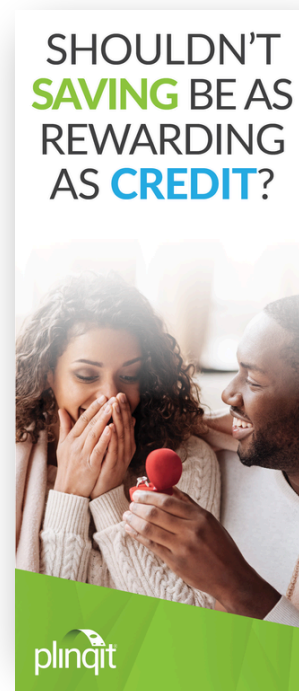
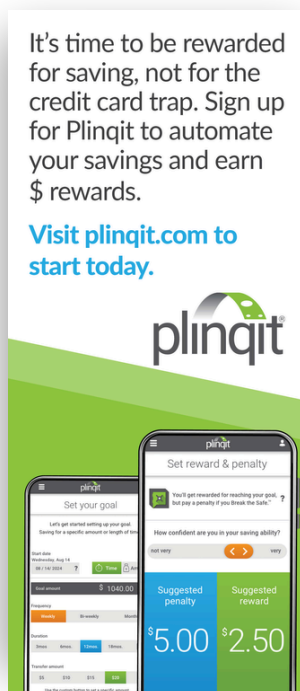
Sizes Horizontal 8.5in x 3.67in Vertical 3.67in x 8.5in

Horizontal 8.5in x 3.67in

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Vertical 3.67in x 8.5in




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POSTER

Sizes Vertical 8.5in x 11in

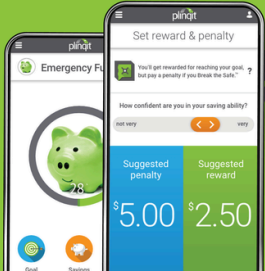


Shouldn't Saving Be as Rewarding as Credit?

It's time to be rewarded for saving, not relying on credit. Sign up for Plinqit to automate your savings and earn \$ rewards.

Shouldn't saving be simple, fun & rewarding?

Visit plinqit.com to start today.



SHOULDN'T **SAVING BE AS REWARDING AS **CREDIT**?**

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Visit plinqit.com to start today.



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EMAIL BANNER

Sizes 600px x 388px



For your email or e-newsletter, please feel free to use some or all of the following messaging.

- It's time to be rewarded for saving, not relying on credit. Sign up for Plinqit to automate your savings and earn \$ rewards. Shouldn't saving be simple, fun & rewarding?
- Plinqit is easy to set up, and you can earn cash rewards for watching videos or reading short articles on financial wellness topics like how to understand your FICO score, best ways to budget, and more.
- Credit and loans have their place, but don't you deserve a reward for saving, too? Sign up for Plinqit, the app that automates your savings and pays you to learn about financial wellness.
- Shouldn't saving be simple, fun & rewarding?
- Join thousands of users who have reached their savings goals with Plinqit. Download our app and start saving smart.

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