

SAVE FOR NOW ...AND LATER MARKETING KIT

CAMPAIGN OVERVIEW

The consumer campaign for Q4 2024 reminds viewers that their hard-earned savings can be both fun and rewarding, help their future selves or their current selves, or be used for emergencies or indulgences. Saving money is a “both-and” strategy because your audiences are saving for themselves now...and later.

Create the engagement your brand deserves with a professionally written and designed Plinqit campaign. Choose from the collateral included to use the campaign assets as is, or tweak to fit your desired outcomes, audiences, and channels.

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

"I loved the concept for this quarter's campaign from the start," says Crystal Boyer, Chief Customer Officer. "It's about what you and Plinqit are doing together to help people save for the long term and the short term, for the things they might need, and the things they just want. I hope it helps you close out the year with more of your online and lobby traffic seeing and responding to your offering of Plinqit automated savings."

Who:	Social Channels: Women & Men, Ages 25-44 Current Customers: Active on mobile banking, no savings account Lobby Traffic: New account holders
What:	Save for Now You... and Future You 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 save for all of their "selves."
How:	Digital Distribution & In Branch
Budget:	Optional: Printing buckslips Optional: Paid advertising

MESSAGING

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

Automated savings is for Now You...and Future You

Set up Future You for success, and reward Now You. Sign up for Plinqit to automate your savings and earn \$ rewards.

[CTA button] Save for both yours (Add URL to CTA)

Shouldn't saving be fun and smart?

Whether you're saving for a Yes! goal or a Yesssssss! goal, saving is an individual sport. Start your goals, learn about good savings habits, and earn while you learn!

[CTA button] Start a goal (Add URL to CTA)

Extravagance is in the eye of the beholder

Savings doesn't look the same for everyone. Whether you're saving for an indulgence or an emergency, make your savings as individual as you are.

[CTA button] Save for yourself (Add URL to CTA)

Records?... or Retirement? [] Yep!

Your goals, your way...even both ways. Save for now, save for later. However you save, save for YOU.

[CTA button] Save for you (Add URL to CTA)

Save for the short term? Or long term? [] Yes!

Saving is a choice, and now you have more choice for your savings goals. Join thousands of users who have reached their savings goals with Plinqit.

[CTA button] Set your first goal (Add URL to CTA)



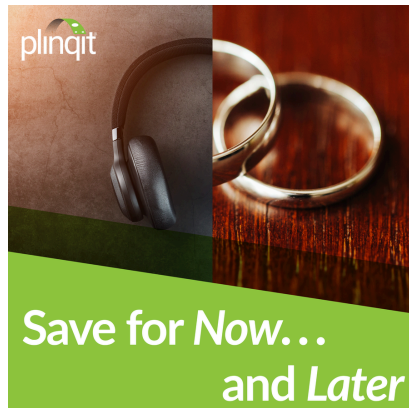
TIP: Share content right from Plinqit socials!



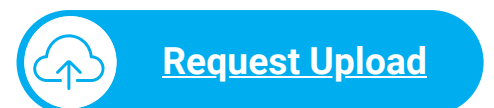
SOCIAL GRAPHICS

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

1080px x 1080px



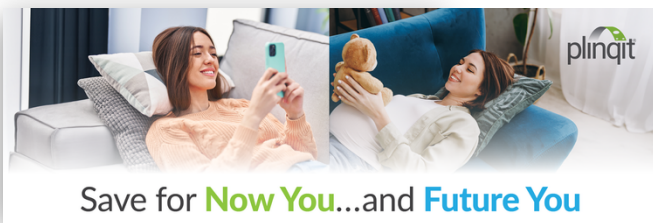
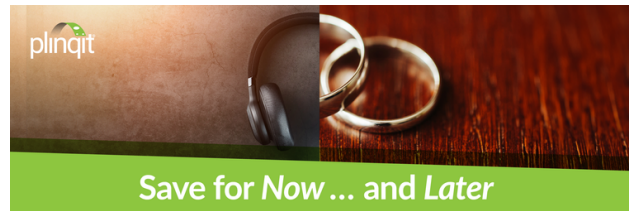
940px x 388px



WEB BANNERS

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

600px x 200px



4500px x 1250px



6912px x 3456px



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TV SCREENS

Sizes 1920px x 1080px,




Save for **TODAY**... and **SOMEDAY**

Your goals, your way...even both ways.
 Save for now, save for later.
 However you save, save for YOU.

Save for you at plinqit.com



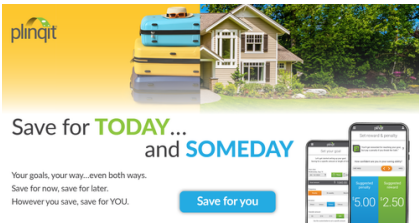
DISPLAY ADS

Sizes 160px x 600px, 300px x 50px, 300px x 250px, 600px x 315px

160px x 600px



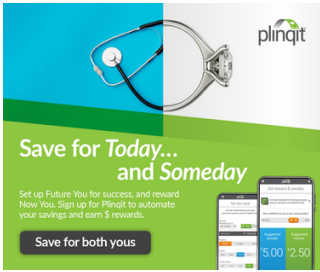
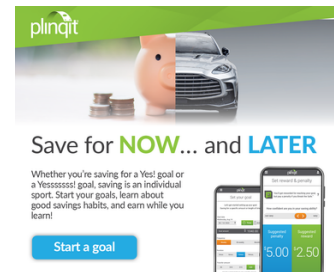
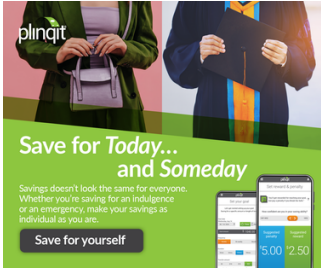
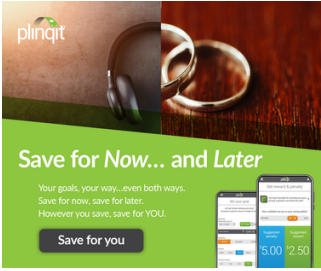
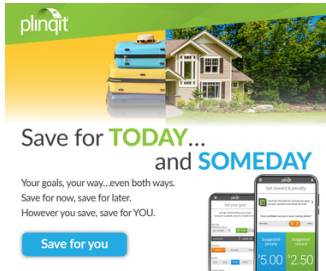
600px x 315px



300px x 50px



300px x 250px



[Zipped File](#)



[Request Upload](#)

BUCKSLIPS

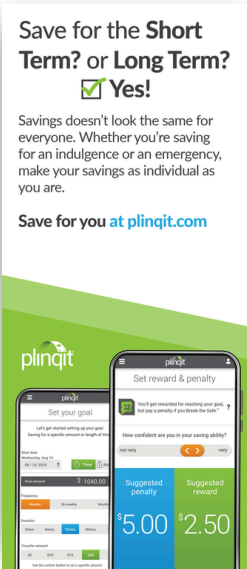
Sizes Horizontal 8.5in x 3.67in Vertical 3.67in x 8.5in

Horizontal 8.5in x 3.67in



Vertical 3.67in x 8.5in

[Canva](#) [Template](#)





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POSTER

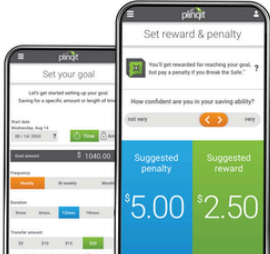
Sizes Vertical 8.5in x 11in

Save for **TODAY...** and **SOMEDAY**

Your goals, your way...even both ways.
Save for now, save for later.
However you save, save for YOU.

Save for you at plinqit.com



EMAIL BANNER

Sizes 600px x 388px



Save for **TODAY...**
and **SOMEDAY**

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

- Saving money doesn't have to be boring! You have many needs and wants. Now you can save for all of them.
- Whether your goal is to build up an emergency savings fund or something fun, soon!, your Plinqit automated savings helps you save in an "out-of-sight, out-of-mind" way until you reach your goals.
- You can earn cash rewards for watching videos or reading quick articles on financial wellness topics like how to save for your first car, best budgeting tips, what is a credit score, and more.
- Sign up for Plinqit, the app that automates your savings and pays you to learn about financial wellness.
- Shouldn't saving be fun AND rewarding?
- Join thousands of users who have reached their savings goals with Plinqit. Sign up now and save for now... or later!



[Zipped File](#)



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