

# PLINQIT PANDAMONIUM

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2026



# CAMPAIGN OVERVIEW

Boost user engagement, brighten your socials, and connect with your customers in a fun, relatable way. We've put together three ready-to-share social posts that include copy, graphics, and recommended hashtags to help spark engagement, attract new savers, and support deposit growth.

The goal of this campaign is to rejuvenate your Plinqit digital presence with fresh content that encourages savings and financial literacy while increasing awareness and adoption of the Plinqit app.

<b>Who:</b>	<p>Social Channels- Women &amp; Men, Ages 25-44</p> <p>Current Customers- Active on mobile banking (checking or savings account required)</p> <p>Lobby Traffic- New account holders</p>
<b>What:</b>	<p>Plinqit PANDAmonium 🐼</p>
<b>When:</b>	<p>March 2026</p> <p>March 16<sup>th</sup></p>
<b>Where:</b>	<p>Social Channels</p> <p>Customer Email</p> <p>E-Newsletter</p> <p>FI Website</p> <p>Online/Mobile Banking Ads</p> <p>In Branch</p>
<b>Why:</b>	<p>Increase awareness of Plinqit and encourage customers/members to take small, consistent actions toward their financial goals. Providing foundational knowledge and strategies that support long-term financial independence, including saving, budgeting, investing, and planning for retirement.</p> <p>Sign up for new Plinqit savings accounts.</p>
<b>How:</b>	<p>Digital distribution</p> <p>In Branch</p>
<b>Budget:</b>	<p>Optional/Paid advertising</p> <p>Giveaways- T-shirts, Cups, Pens, Stuffed Pandas, Pizza Day</p>

# EMAIL & E-NEWSLETTER

please feel free to use some or all of the following messaging.

**Get creative and celebrate YOUR way!**

**Provide Giveaways**

**Promo Ideas:**

- Tshirts
- Stress balls
- Stuff panda
- Cups
- Pens



## What is National PANDA Day?

An international event held in countries around the world. National Panda Day is an opportunity to raise awareness of pandas and the threats they face in the wild. While most people are aware of pandas and know that they're at risk, National Panda Day helps conservationists and animal protection organizations to provide essential information.

[WORLDANIMALPROTECTION.ORG](http://WORLDANIMALPROTECTION.ORG)

## Why do we celebrate it?

Taking a day to celebrate pandas lets us share the message that conservation can make a real difference for endangered animals while recognizing the threats they still face. Celebrating National Panda Day helps us recognize their right to live free, natural lives.

## What is Plinqit PANDAmonium?

We celebrate Plinqit Pandamonium to honor pandas, raise awareness of the challenges they still face, and highlight how conservation can make a real difference.

In 2016, the International Union for Conservation of Nature (IUCN) reclassified the giant panda from "endangered" to "vulnerable."

Their story mirrors the communities we serve, many of which face financial vulnerability and limited access to financial education and resources.

In 2025, 1 in 3 Americans had no emergency savings. Americans face a similar challenge. Without financial education, we may not be endangered, but our financial future sure is. This indicates a need for financial literacy now more than ever.

This campaign uses the panda's story as inspiration to promote financial literacy, encourage smarter saving, and help build stronger, more financially confident communities.

With an easy-to-use app like Plinqit, Americans may no longer be "endangered" after all.

## MESSAGING

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

### It's PANDAmonium Time! 🐼

March 16<sup>th</sup> is National Panda Day, and we take this opportunity to raise awareness of pandas and the threats they face in the wild.

Happy National Panda Day from your favorite Panda!

#PlinqitPandamonium #Pandamonium #Smartsaving #NationalPandaday

### It's time for some PANDAmonium!!! 🐼

Start a Plinqit goal (or log into your Plinqit goal) and complete new Learn to Earn skills and earn some extra cash this month! Sign up is FREE, QUICK, and EASY. Log in to your <Insert FI Name> online or mobile banking app and start saving TODAY!

[CTA button: Online banking URL]

#PlinqitPandamonium #LearntoEarn #Smartersavings #PurePandamonium

### Score BIG with Plinqit! 🏀

This March, get in the “game” and **SLAM DUNK** your savings! March Madness is all about smart plays...and so is saving. Put your money on autopilot and make every cent count.

Log in to your online or mobile banking today and score **BIG SAVINGS** with Plinqit! [CTA button: Online banking URL]

#PlinqitPandamonium #MarchMadness #SlamDunkSavings

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

- Plinqit is easy to set up, and you can earn cash rewards for watching videos or reading short articles on financial wellness topics, such as how to understand your FICO score, the best ways to budget, and more. Log in to online banking to sign up.
- If you tend to pay bills late or aren't saving enough, automating your finances can help you better manage your money. Enroll through your online banking.
- Join thousands of users who have reached their savings goals with Plinqit. Log in to your online banking to sign up and start saving smart.

*Note: Make sure there are plain-text versions of emails so customers using screen readers can access them.*

# SOCIAL GRAPHICS

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

1080px x 1080px



Canva [Template](#)

[Zipped File](#)

This campaign uses the panda's story as inspiration to promote financial literacy, encourage smarter saving, and help build stronger, more financially confident communities...while having FUN!



# COMPLIANCE

## A Friendly Compliance Reminder

We're excited to share these customizable marketing materials with you to help promote Plinqit's automated savings platform! Our goal is to provide engaging content that makes it easy for you to connect with your audience while ensuring everything aligns with your institution's policies and regulatory requirements.

As with any marketing materials, we encourage you to have your compliance and marketing teams review them before launch to ensure they meet your institution's specific requirements. Every financial institution has unique regulatory obligations, and a quick review will help confirm that all necessary disclosures and compliance considerations are addressed.

We're here to support you and want to make this process as smooth as possible. If you have any questions, please don't hesitate to reach out. We truly appreciate your partnership and look forward to making this campaign a success together!

## ACCESSING FILES



[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.



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