

**DREAM IT.
PLINQIT. DO IT.
MARKETING KIT**



CAMPAIGN OVERVIEW

Freshen up your marketing and advertising with a professionally designed Plinqit campaign. You'll have everything you need to generate engagement and reinforce your brand, plus attract new customers, with Plinqit marketing.

The new campaign features positive, can-do messaging that's persuasive and fun. It's a great start for the new year.

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

"We're excited to share the new 2024 campaign assets with you, and hope you find success with them, whether your goal is engagement, more retail traffic, or more digital traffic," says Crystal Boyer, SVP of Client Success for Plinqit. "The theme of 'Dream it. Plinqit. Do it.' aligns with the Plinqit mission to make reaching savings goals easier, and there's no better way to showcase your strengths as a financial institution."

Who:	Social Channels: Women & Men, Ages 25-44 Current Customers: Active on mobile banking, no savings account Lobby Traffic: New account holders
What:	Dream it. Plinqit. Do it. Campaign
When:	Anytime
Where:	Social Channels Customer Email FI Website Online/Mobile Banking Ads In Branch
Why:	Raise awareness using straightforward savings strategy encouraging automated savings with Plinqit, emphasizing new year, fresh start.
How:	Digital Distribution & In Branch
Budget:	Optional: Printing buckslips Optional: Paid advertising

MESSAGING

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

Dream it. Plinqit. Do it.

Fresh savings goals start with fresh dreams. Put your savings on automatic and watch your dreams come to life! Sign up for Plinqit in minutes, and start off the year with savings.

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

Dream it. Plinqit. Do it.

Reduce temptation by automating your savings. Out of sight, out of mind...until it's time to make your dreams a reality. This time you'll be ready for it!

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

Dream it. Plinqit. Do it.

If you tend to pay bills late or aren't saving enough, automating your finances can help you better manage your money. Sign up for Plinqit in less than 5 minutes!

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

Dream it. Plinqit. Do it.

Saving for big and little goals starts with setting up your automated Plinqit savings goal. Stop stressing over your savings. Let our app do the work for you and earn extra cash in the process!

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

Dream it. Plinqit. Do it.

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)

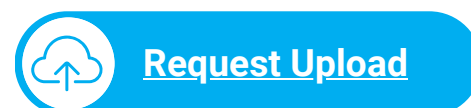


TIP: Share content right from Plinqit socials!



SOCIAL GRAPHICS

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



WEB BANNERS

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

600px x 200px



4500px x 1250px



6912px x 3456px



[Zipped File](#)



[Request Upload](#)



TV SCREENS

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

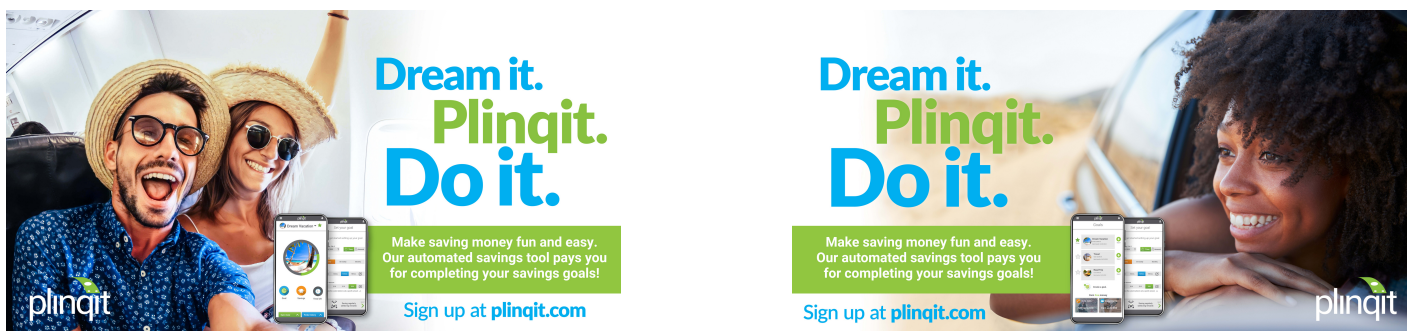
1920px x 1080px



4770px x 2325px



8000px x 4250px

[Zipped File](#)[Request Upload](#)

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



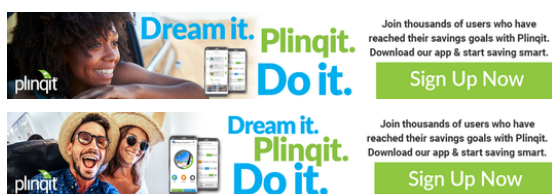
600px x 315px



1200px x 627px



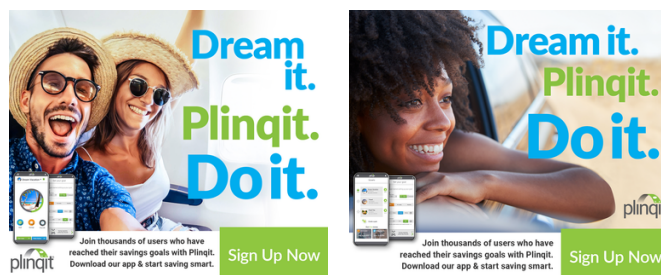
320px x 50px



300px x 50px



300px x 250px



728px x 90px



[Zipped File](#)



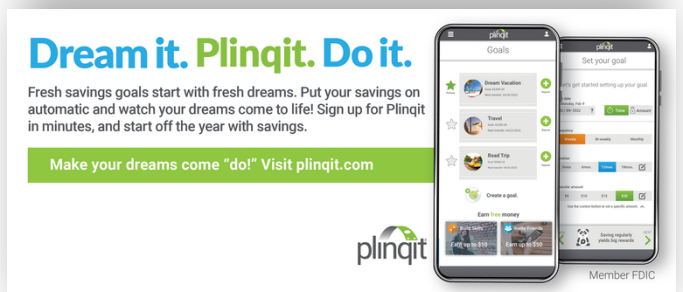
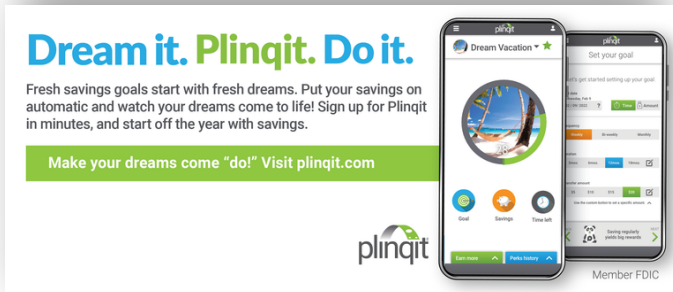
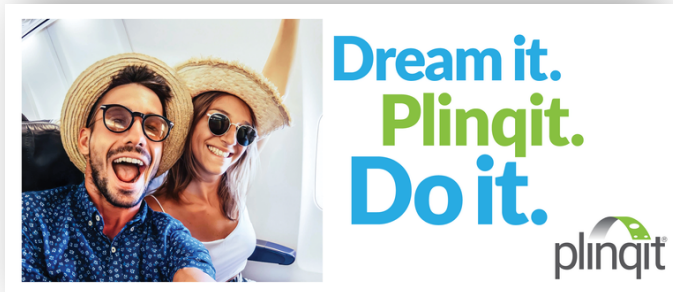
[Request Upload](#)



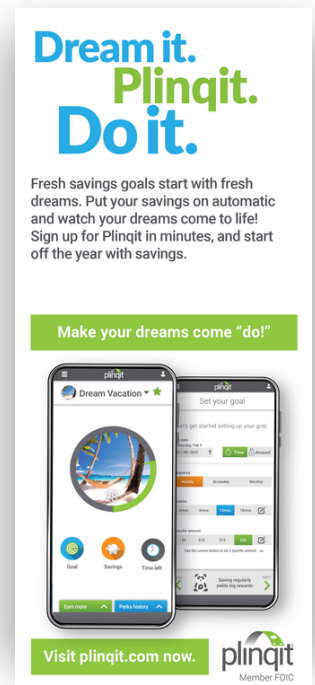
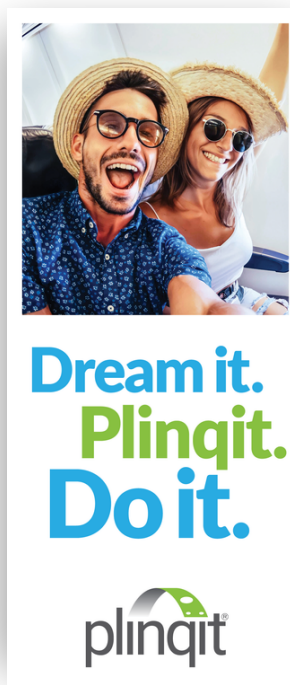
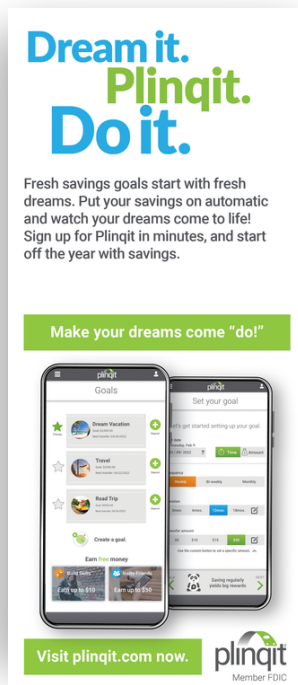
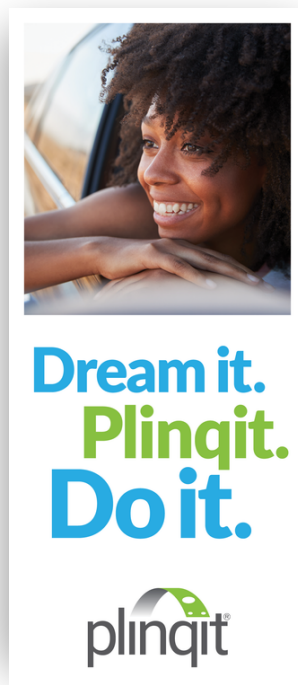
BUCKSLIPS

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

[Zipped File](#)[Request Upload](#)

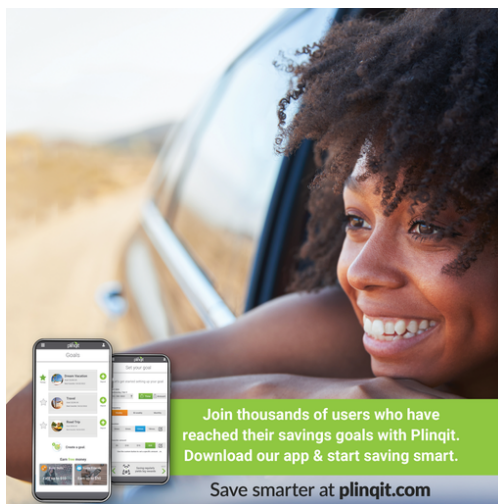
POSTER

Sizes Horizontal , 11in x 8.5in.Vertical 8.5in x 11in

Horizontal 11in x 8.5in.



Vertical 8.5in x 11in

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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.

- Fresh savings goals start with fresh dreams. Put your savings on automatic and watch your dreams come to life! Sign up for Plinqit in minutes, and start off the year with savings.
- 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.
- If you tend to pay bills late or aren't saving enough, automating your finances can help you better manage your money.
- Join thousands of users who have reached their savings goals with Plinqit. Download our app and start saving smart.

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