

Creative brief

Campaign: High Yield Savings Account Integrated Launch

Client: BANK CLIENT NAME

Resource time spent on assignment: 1 full day (7.5 hours); includes brief, concepting, research, writing, and editing.

Project overview

BANK CLIENT NAME is launching a cross-channel campaign to promote a high-yield savings account, targeting younger audiences in the Greater Philadelphia area. The goal is to drive new account openings and position BANK CLIENT NAME as a top financial choice in the region.

Campaign objectives

1. **Drive conversions:** Increase new account openings among qualified prospects.
2. **Brand lift:** Boost brand awareness and establish BANK CLIENT NAME as a modern, community-rooted alternative to big banks, especially among Millennials and Gen Z.

Target audience

- **Primary**
 - Millennials and Gen Z (ages 18–40)
- **Persona**
 - Tech-savvy, mobile-first
 - Living in or around the Greater Philadelphia area
 - Motivated by real growth, ease of use, and community impact
 - Skeptical of big banks; looking for smarter, simpler ways to manage money

Key message

You deserve a better way to save—with higher returns, no fees, and easy access. BANK CLIENT NAME makes it simple to grow your money and your future.

Brand voice & tone

- Friendly, empowering, and clear
- Community-first, not corporate
- Energetic, optimistic, and modern
- Avoid jargon or overly formal financial language

Deliverables

1. **Campaign headlines:** 2–3 concepts that capture attention and convey the value prop quickly
2. **Body copy:** Short paragraph suitable for landing pages, emails, or direct mail—must be adaptable across channels
3. **Video concept:** High-level idea for a short-form video (15–30 seconds) for paid social and landing page

Benefits / Reasons to believe (RTBs)

- Competitive interest rate
- No monthly fees
- Digital-first experience (top-rated mobile and online banking)
- Backed by a trusted, community-based bank
- Easy to open and manage

Primary channels

- Paid social (Meta, YouTube pre-roll, TikTok)
- Landing page
- Email marketing
- Direct mail
- In-app messaging and owned social

[V1]

Markets move. Savings grows.

Stocks and crypto can be a wild ride. BANK CLIENT NAME's High-Yield Savings Account gives you steady growth, no monthly fees, and a simple app from Philly's credit union you can count on.

[CTA]

Save smart. Save local.

[V2]

No noise. Just steady growth.

No algorithms, no market whiplash. BANK CLIENT NAME's High-Yield Savings Account offers steady, high-yield growth on an easy app from a credit union made for Philly. Digital first and drama free.

[CTA]

Start saving now

[V3]

Cut the noise. Save like a pro.

High yield. No monthly fees. Zero drama. Philly's credit union just dropped a high-yield savings account that works seamlessly with our top-rated app—making it easy to grow your money without the hassle.

[CTA]

Level up your savings!

Supporting iterations across channels

- Boom—your high-yield savings just got easier.
- New way to save, same top-rated app.
- High yield, zero hassle.
- Save easy, live large. Philly style.
- Real growth—no hype, no hassle.
- Skip the hype. Bank on stability.
- Solid savings. Easy app. No overcomplicating.
- High yield. No monthly fees. All Philly.
- Top-rated app. Your local credit union. Built to win.

Video scripting

Concept: Financial chaos vs. calmness. Communicates core message:
“There’s a smarter, simpler way to grow your money.”

Characters: Using two archetypal young adults lets the viewer see themselves in both personas

Local touches: Dog, Wawa

Tone: Serious but light; bookended narrative; logical beginning and converging ending with payoff

[juxtaposition: split screen; same actors]

Left: Overwhelmed young adult (YA1) at home, multiple monitors, stressed.

Right: YA2 on beach with dog, scrolling BANK CLIENT NAME app, relaxed.

Text overlay:

Left: “Big hype?”

Right: “Real growth.”

[transition to full screen]

YA1 scrolling TikTok investing advice, AI apps, spreadsheets.

[cut to]

YA2 casually navigating BANK CLIENT NAME app.

Text overlay: “High yield. No drama.”

[jump cut]

YA1 in coffee shop, spills hot coffee while toggling between financial apps.

[cut to]

YA2 sipping Wawa iced coffee, lounging, checking balance.

[close-up]

BANK CLIENT NAME app. Clean UI, interest growing.

VO: “BANK CLIENT NAME’s High-Yield Savings Account: No monthly

fees. Steady growth. Top-rated app."

[full screen]

YA2 returns home to apartment (which we reveal he shares with YA1), finds YA1 mid-financial meltdown. YA2 hands over phone with BANK CLIENT NAME app.

VO: "You need a BANK CLIENT NAME [or financial] intervention. I got you."

YA2 gives YA2 a bear hug. YA2 smiles and breaks fourth wall.

[Fade to BANK CLIENT NAME logo/social/icons]

Text or v/o: Saving doesn't have to be a mess.

Segment	Description	Time
Split-screen intro	Chaos vs calm	0–3 seconds
Chaos montage	TikTok/Al/apps	3–6 seconds
YA2 on BANK CLIENT NAME app	Calm scroll	6–9 seconds
Coffee shop chaos	Quick cut	9–11 seconds
Wawa iced coffee	1-beat lounge	11–13 seconds
BANK CLIENT NAME UI close-up	Growth visual	13–16 seconds
VO: product value	Played across scenes	13–20 seconds
Apartment scene	App share + smirk	20–25 seconds
4th wall break + logo	Final smile + CTA	25–30 seconds