

"BECAUSE EVERYONE NEEDS A HERO"

Student Loan Hero Campaign

By Lia Esposito

STUDENT LOAN HERO BRIEF

Brand

Student Loan Hero is an online marketplace where you can compare multiple lenders to find the best rate for you. Student Loan Hero's mission is to be a resource for information and make finding the lowest rate as easy as possible. Student Loan Hero embraces its' name to appeal to its target demographic and has a trustworthy figure representing that they are here to help.

Target Audience

Student Loan Hero markets through social media and offline marketing platforms to reach their primary audience of 18 to 24-year-olds looking for their initial student loans or to refinance. The secondary audience is parents of college-aged children (45 to 55-year-olds). Student Loan Hero has low brand affinity and awareness with both target audiences because it was relatively small before LendingTree acquired it. It is now confusing as to how it is its own entity under the LendingTree brand.

Opportunity

LendingTree has seen success with Hulu and offline marketing tests, which means that Student Loan Hero might have an opportunity to market successfully on these channels. The 2022 budget will also include more money to promote organic efforts on social which creates an opportunity to grow the accounts.

Strategy

The campaign is called "Because Everyone Needs a Hero" and will focus primarily on Hulu and social media. Ed U., a play on words to represent educate you will represent the brand. The new strategy will entail a minimalistic, comic book, pop art style with the signature hero, Ed U. This campaign will prioritize capturing their audience's attention first with entertaining or visually appealing graphics that make student loans more exciting and then aim to help educate consumers. The social media marketing targets the primary audience, and offline marketing reaches both publics.

Benefits

The campaign will change Student Loan Hero's approach to brand recognition. It will be beneficial to have a character that can create a consistent voice for the brand and separate us from competitors by having an entertaining figure represent Student Loan Hero. Superheroes have become increasingly popular, especially within our primary target audience, due to releases within the Marvel and DC Comic franchises. Our superhero approach will make the brand more attractive, entertaining, and trustworthy, all to increase brand awareness and affinity in ages 18-24 and 45-55.



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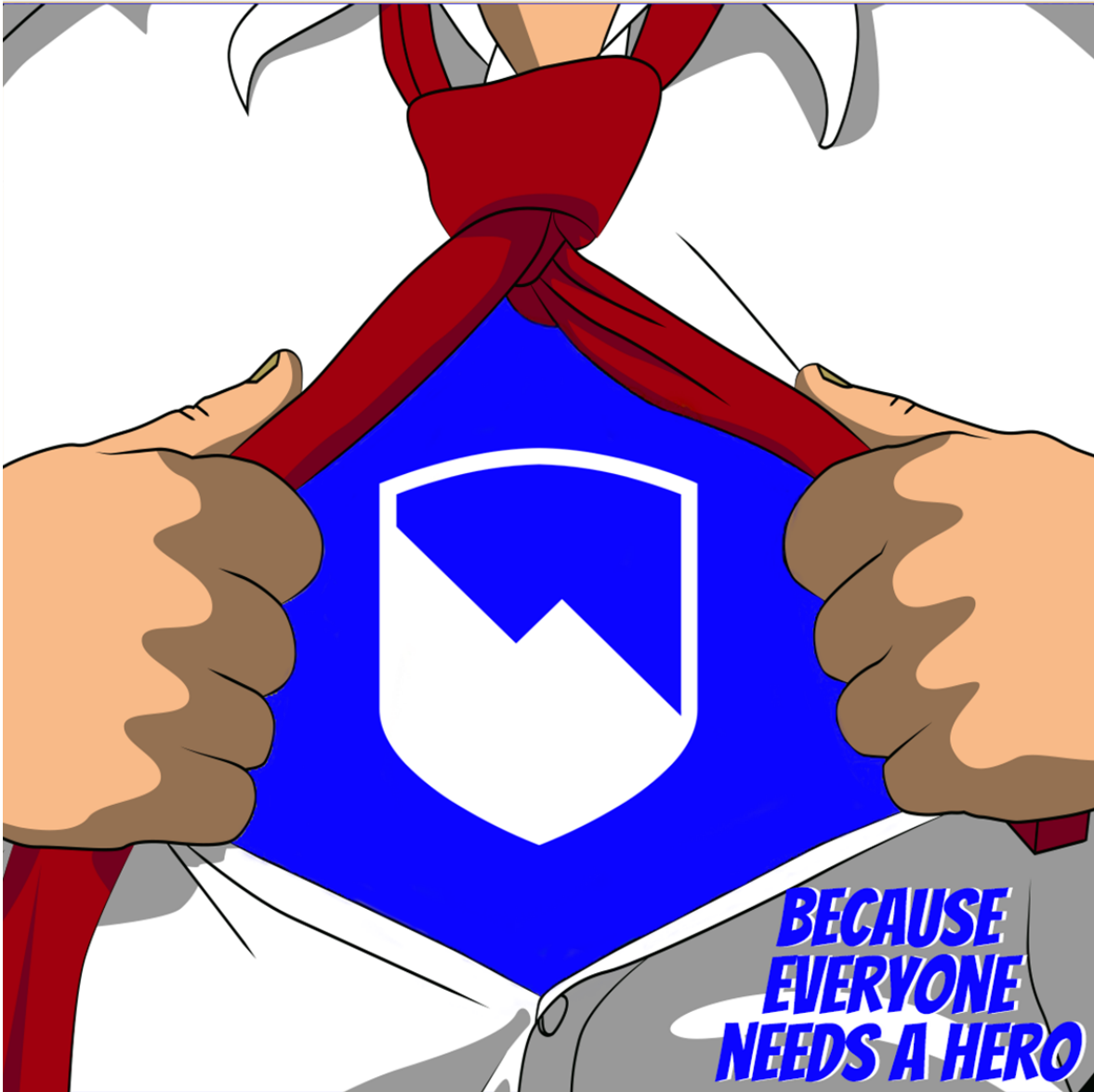


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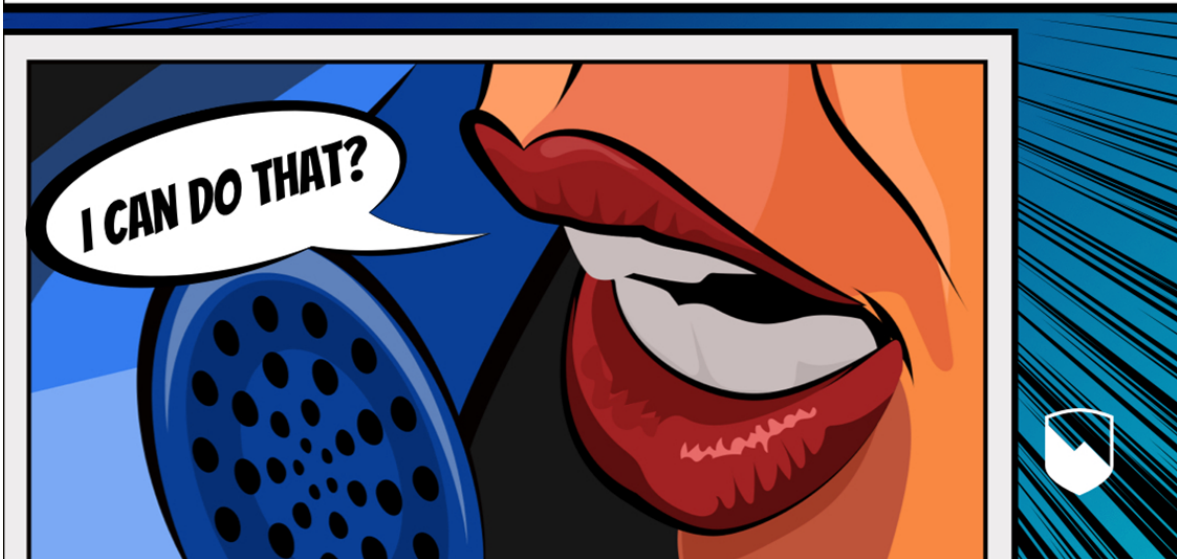


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