

Credit Card Finder Banner Advertising Brief

Background

Credit Card Finder (<http://www.creditcardfinder.com.au>) is a credit card comparison service that compares the best credit cards in the Australian market. It helps consumers to find the right credit card for them. CCF want to attract more people to our site to compare and apply for credit cards online. The primary focus is for customers to compare the card offers on our comparison tables and apply online as opposed to going to a bank, calling or going to the bank site directly.

Desired Outcomes

1. Viewers click on the banner and go through to Credit Card Finder
2. New people click on the banner ad and go to our website, compare the cards and apply online
3. Get people to subscribe to our credit card email alert service

Assumptions

- Need to quickly explain the simple concept that the website provides.
- Don't want to use metaphors, prefer to use screenshots of the comparison table
- Simple 1 line headline with an easy call to action

Mockup



Headlines

Save up to \$1,000 or more in interest with a Balance Transfer Credit Card. Compare the offers on <logo>

Target areas to run on:

- Myspace
- Bored of Studies

Formats

- 728 x 90
- 468 x 60
- 300 x 250
- 160 x 600

Other Examples

The 10 Best Credit Cards

SEARCH NOW

- ☒ **Low Interest Cards**
As low as 6.25%
- ☐ **Cash Back Cards**
Earn 5% cash back on purchases
- ☐ **Rewards Cards**
Airline, Hotel and Travel rewards
- ☐ **Balance Transfer Cards**
0% Interest for 12 months
- ☐ **Bad Credit Cards**
0% intro rate for 6 months
- ☐ **Gas Rebate Cards**
5% cash back on gas purchases
- ☐ **Business Cards**
2 miles for each \$1 spent
- ☐ **Student Cards**
Earn 5% cash back on purchases
- ☐ **Air Miles Cards**
Bonus miles for initial use

SEARCH NOW

LowCard\$.com

MasterCard Visa American Express Discover

The 10 Best Credit Cards in 2009

- > Low Interest Credit Cards
- > Balance Transfer Credit Cards
- > Bad Credit Credit Cards
- > Cash Back Credit Cards
- > Rebate Credit Cards
- > Gas Credit Cards

LowCard\$.com

MasterCard Visa American Express Discover

0% APR* on
Balance Transfers and /or Purchases
for up to 12 months*
CreditCardGuide.com

Introductory APR	Regular APR
0% for 6 months* ▼	as low as 9.9% ▼
Card Type	Reward Options
Balance Transfer ▼	Cash Back ▼

Apply Online

The Leading Source of Credit Cards Online
*terms & conditions apply

 **CreditCardSearchEngine.com**

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View offers from different banks

SEE RATES NOW!

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Balance Transfer	Low Interest	Cash Back	Gas Rewards	Search Online Now
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