

# THE PARTNER FOR YOUR PROJECTS



For

**BEST USE OF NATIVE & CONTENT**

## THE STORY

Like all players in the world of consumer credit, Cofidis suffers from a **bad image** linked to its sector of activity.



## THE STORY

In 2020, Cofidis is launching its new communication platform

### COFIDIS, FREE TO MOVE FORWARD

The underlying idea is that Cofidis doesn't judge its customers and offers financial solutions adapted to everyone's life moments

A positive tone, far from the "problem solving" discourse of the past.



Vooruit op jouw manier

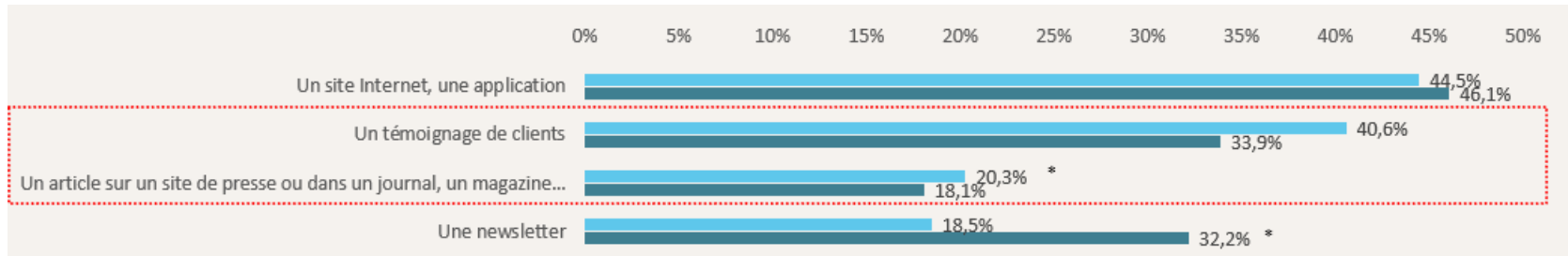
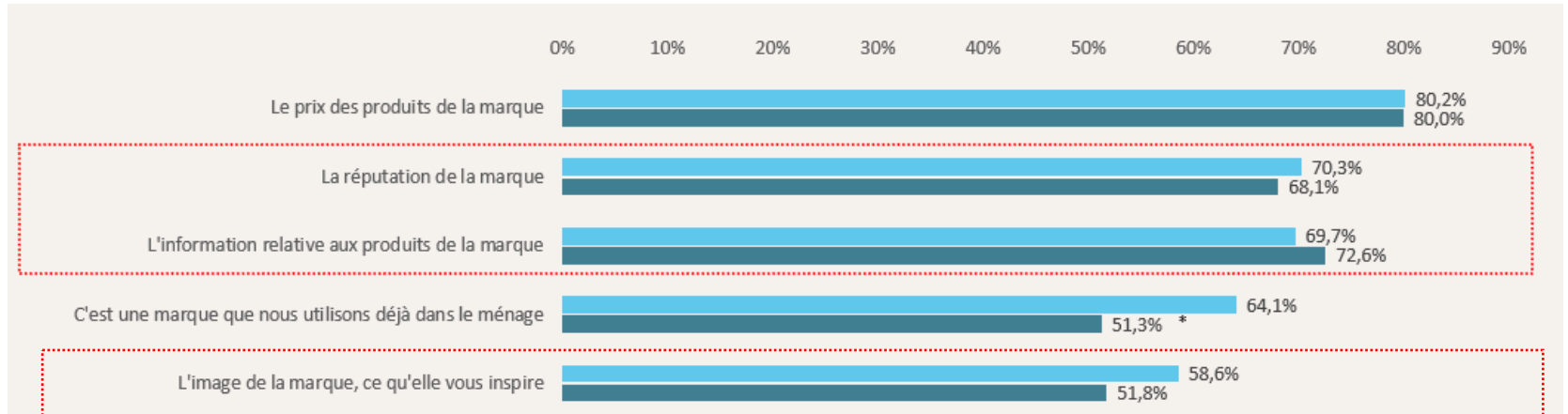
## THE PITCH

At the end of 2021, the Brand Health Check study shows the beginning of a change in perception

but ....too shy (timid)

**How to initiate the change in perception  
&  
gain consideration in a decried  
category?**

# THE MSI TRACKER STUDY, CONDUCTED BY INITIATIVE, GIVES THE IMPORTANT ELEMENTS IN CHOOSING A BRAND IN THE BANKING SECTOR.



## THE SOLUTION TO IMPROVE THE CONSIDERATION FOR COFIDIS

### A **SPONSORED CONTENT STRATEGY**

to deliver relevant content in order to **gain familiarity and consideration**

Creating and amplifying relevant content in a "neutral" and "credible" environment allows you to work on the perception (KPI) that individuals may have of this brand

By countering preconceived ideas with understandable and relevant arguments

By creating the need to use a credit organisation to realise a project or a dream



## WE OPTIMIZE THE CONTENT APPROACH ON “RECEPTIVITY”

Reaching the right person at the right time with the right content.

We chose 8 partner saleshouses based on their media affinity with the 35-64 year old target group - social groups 3 to 6

Each thematic was chosen according to the context, the interests of the target readers/surfers and the period of diffusion

Event communication: cultural and calendar stimuli



Personal communication - The moments of life

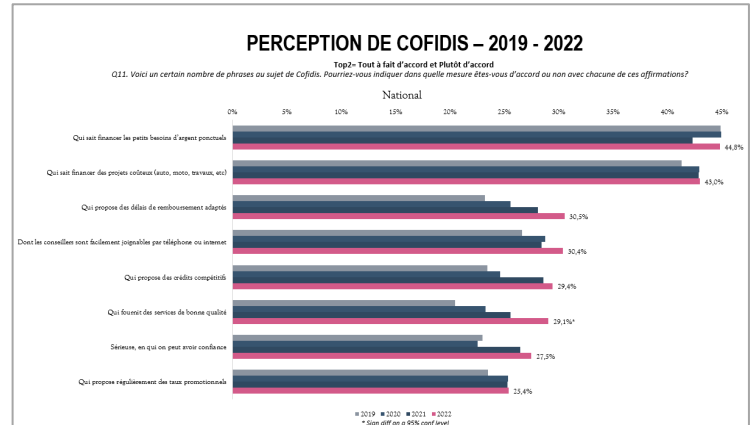
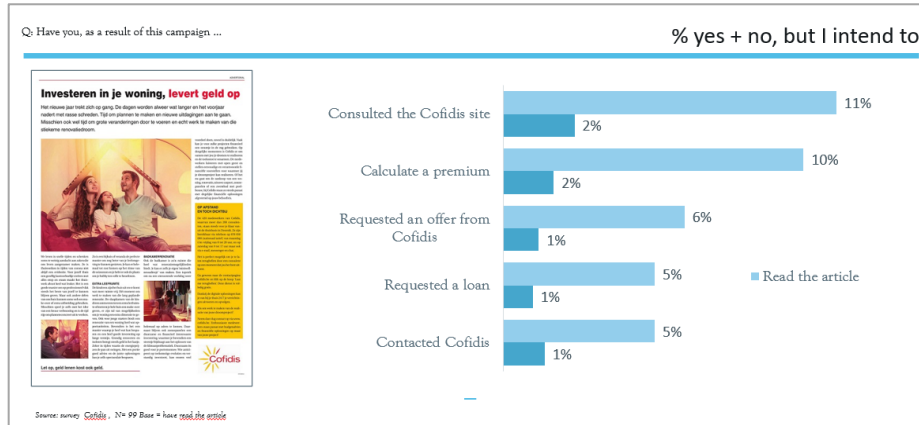
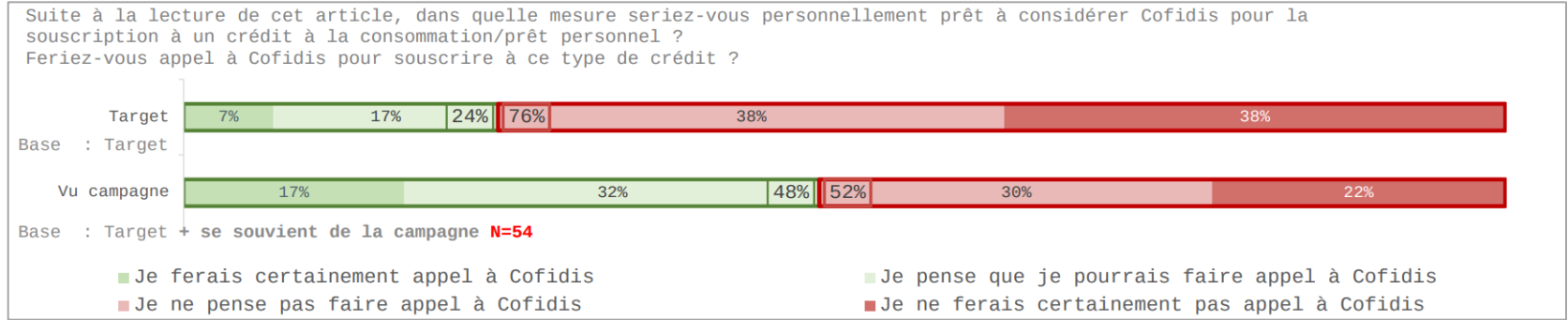




# WHY THIS CASE DESERVES AN AWARD

## THE SUCCESS WAS TOTAL AND THE KPI'S WERE ACHIEVED

Post-rest IPM



Post-rest Roularta

Brand Health Check Nov 2022

## AND LAST BUT NOT LEAST

- A fantastic collaborative work between the agency, the saleshouses and the client —



*« L'équipe en charge du projet s'est investie pour proposer un travail de qualité, en collaboration avec notre agence média Initiative et les différentes régies média. Nous sommes très fiers d'avoir mis en place cette stratégie de contenu sponsorisé et des résultats positifs qui en découlent. Nous avons d'ailleurs déjà renouvelé l'expérience et n'hésiterons pas à le refaire à l'avenir. »*

*L'équipe marque et communication de*



*Un projet ambitieux qui s'est avéré excessivement time consuming, mais qui a rencontré les attentes du client et a prouvé la force de ce format sur un changement de perception de marque*

*Une collaboration fantastique avec l'ensemble des régies partenaires, qui se sont montrée inventives, patientes et efficaces*

*Het was heel leuk en intensief samenwerken en toch wel uitdagend om de verschillende thema's aanbod te brengen!*

*Initiative*