



# BHG Financial

## Direct mail creative invigorates results

BHG Financial sought a new creative approach to elevate response rates and sell more loans. Although a well-established program was in place, the team wanted to see what was possible with fresh creative.

Taylor designed a big, bold look for the campaign and supported testing of the new creative. This [redefined program success](#) and set the stage for a long-term partnership.



RESPONSE RATES  
JUMPED  
**25%+**



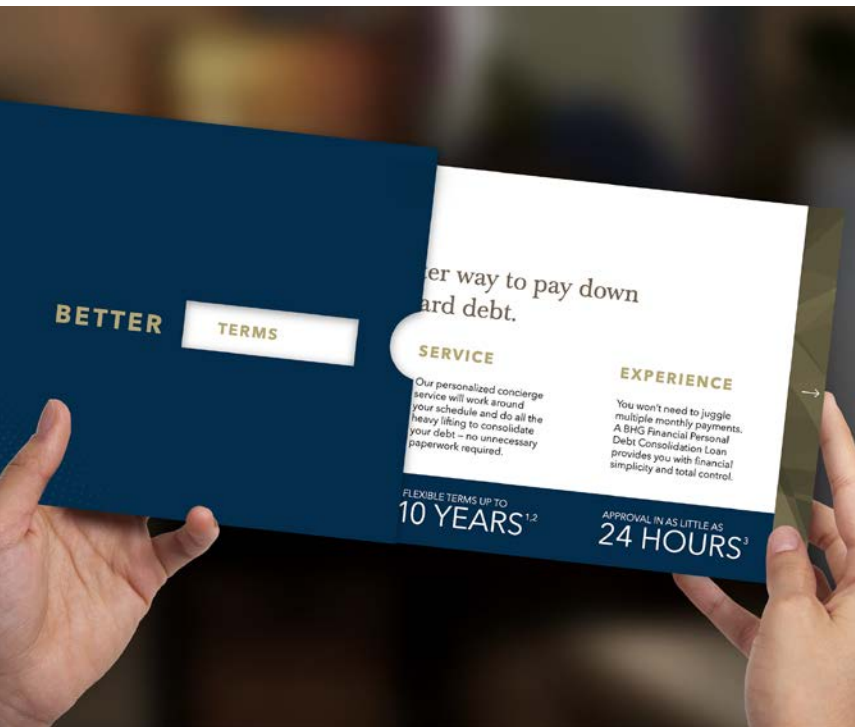
BENCHMARKS  
CLIMBED  
**66%**



Taylor *revolutionized* the way  
BHG does direct mail.”

**HARI' LYMON**

Vice President, Direct Mail, BHG Financial



JOURNEY MAPPING | COPYWRITING | DESIGN | PRINTING | POSTAL OPTIMIZATION