TAYLUR

BHG Money

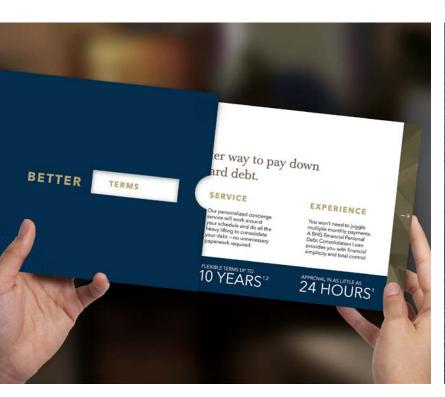
Direct mail creative invigorates results

BHG Money 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 <u>redefined</u> <u>program success</u> and set the stage for a long-term partnership.











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

HARI' LYMON

Vice President, Direct Mail, BHG Money



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