



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 [redefined program success](#) and set the stage for a long-term partnership.



RESPONSE RATES
JUMPED
25%+



BENCHMARKS
CLIMBED
66%



CASE STUDY

BETTER TERMS

SERVICE

...med around
...ould be.

...advantages of concierge
...nce with U.S.-based
...specialists to walk you
...ough this application
...cess and tailor a personal
...to your needs.

...FLEXIBLE TERMS UP TO
10 YEARS^{1,2}



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

HARI' LYMON
Vice President, Direct Mail, BHG Money



JOURNEY MAPPING | COPYWRITING | DESIGN | PRINTING | POSTAL OPTIMIZATION