



RELY ON US TO MAKE YOUR JOB EASIER

OBJECTIVES

1

Create an awareness of our new platform, tradechoice.com, highlighting its capabilities and the benefits to our customers, both existing and future

2

Create a strategic activation campaign, as customers would be required to sign-up to the new website

STRATEGY

1

Highlight selected features and benefits of tradechoice.com

2

Create a multi-channel campaign

3

Target customers with messaging relevant to them

RESULTS

35%

Sign-up rate of active accounts

32%

Increase in the rate of new account openings