

Group 3 – “Bad Haircut” Theme

Award Submission Paper

Statement of Purpose

Create an interactive approach to improve the credit worthiness of future borrowers.

Description of the Program

Our program centers around the theme of a “bad haircut” - paralleling it to a bad financial decision & its affect on your credit worthiness. An interactive web site will be the central communication vehicle where users upload pictures of bad haircuts as well as post examples of their bad financial decision. The bad hair cuts will be the interest draw (entertainment). Our in house financial experts will blog about fixes/remedies to problems as well as tips on avoiding.

How is the program implemented/applied?

To get attention- use billboards, fliers, posters, web ads will be used to generate traffic to the blog site. Visuals will include black & white photos of bad haircuts; red lettering will have the themes such as “avoiding financial haircuts” and “does your credit score look like this?”

Expected Outcomes

Raise awareness, help Gen Y avoid making bad financial choices & show how decisions they make affect their financial decisions.

What are the measurements of success related to credit worthiness?

- Measure before and after penetration
- Increase in loans for age group
- Web site hits

Why does this program deserve the award?

This is a fun, nonconventional way to catch attention in a way everyone relates to - on a somewhat boring topic.