

Media Release

August 8 2016

SocietyOne, Australia's leading marketplace lender, launches first national TV ad highlighting banks' large profit margins on personal loans

- **First result of collaboration with new agency DDB Australia**
- **Ad produced in just four weeks from conception to airing**
- **Aired at start of Channel 7's Olympic Games coverage**

SocietyOne, Australia's leading and award-winning marketplace lender, has launched its first national TV advertising campaign that highlights the gulf between the low savings rates that the major banks offer and the much higher interest rates they charge on personal loans to borrowers.

The commercial, which aired for the first time yesterday (Sunday August 7) on Channel 7 and will run across the two-week period of the network's Rio Olympics coverage, underlines that consumers do have the choice of a better deal and don't have to accept the traditional "one-size fits all" approach to finance.

It was made by DDB Group Australia, SocietyOne's new advertising agency, and is the first result of their collaboration. It was also made in near-record time, having been conceived just four weeks ago from the "brief" to going into production last Monday (August 1). The ad can be viewed on SocietyOne's YouTube channel here: <https://www.youtube.com/watch?v=k0jUhxPYQEI>

Completed on Friday, after a day and a half of shooting in Melbourne by director Prad Sen (OTTO Empire) and crew, the ad ran in prime slots across the five key metro markets on the second day of Seven's live Games coverage.

It also debuted on the fourth anniversary of SocietyOne's launch as Australia's first marketplace lender, offering personal loans between \$5,000 and \$35,000 to customers based on their specific credit histories with individually tailored interest rates as low as 9.5 per cent.

"This was an extremely tight schedule but having come on board as SocietyOne's new agency just a few weeks ago and when offered the opportunity to air the company's first ever national TV campaign at the start of Seven's Rio Games coverage we were certainly up for the challenge," said Leif Stromnes, Head of Growth and Innovation, DDB Group Australia.

Silvia Arrigoni, SocietyOne's Head of Brand and Marketing, said: "We're ecstatic with final result. It typifies everything what we are about: we're a disruptive force that makes the customers looking for personal finance ask 'really?' when it comes to the profits the big banks are making on personal loans.

"The ad shows exactly what we want to achieve, and that's to show the everyday Australian that alternative financing options are out there which also offer a better deal."



The commercial opens with a man looking up at huge grey buildings that dwarf him. A voiceover asks: “Why do the big banks offer us only three per cent on deposits....then charge us all 17 per cent or more on personal loans? Sure they need to make a profit.”

The camera then cuts closer to the man who shakes his head and poses the question: “But really?” before taking out his phone and accessing the SocietyOne website where borrowers can enter their credit information and obtain details for a possible loan offer with individually tailored interest rates.

Running in 30 second spots, it seeks to shake-up the personal loan category by playing to the mismatch in scale between the major Australian financial institutions and the individual customers they are supposed to be serving. It emphasises that consumers do have a choice and can get the opportunity of better deal from SocietyOne, the country’s leading marketplace lender.

Since the company opened for business in August 12, it has helped nearly 5,000 Australians achieve their financial dreams with personal loans amounting to more than \$90 million. Total lending to the unsecured personal lending market and the secured agribusiness sector now amounts to \$130 million.

Credits:

Client: Society One
Agency: DDB Australia
Production Company: The Otto Empire
Executive Producer: Jo de Fina
Director: Prad Sen
Producer: Sophie Woods
DOP: Liam Gilmour
Grade: Dan Stonehouse at Crayon
Offline and Online: Marty Gilchrist at Puffin Post
Casting: Fiona Dann
Music: Level 2 Music, Karl Richter

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About SocietyOne

SocietyOne was launched in 2012 and is Australia’s leading online marketplace lender, connecting borrowers and investors to loans based on risk-based pricing through its world-leading ClearMatch technology platform. SocietyOne was named in April 2016 as the 20th leading company in the top 50 innovative “game-changers” in Australia and New Zealand by H2 Ventures and Investec Bank Australia. The company also won the Best Digital Offering of the Year category in the 2016 AB+F Australian Retail Banking Awards and the 2016 Fintech Innovation in Lending award in the inaugural Australian Fintech Awards.

For more information on SocietyOne go to the This is Us section at: <https://www.societyone.com.au/about-us>