

# Coop Bank Small Loans "Stuck?"

## BACKGROUND

When creating advertising for financing services, one is often bound by all sorts of limitations. How to help our client navigate the stormy seas of advertising laws?

## CREATIVE SOLUTION

The heroes in our campaign are gearing up to get something done, but get stuck and are unable to go through with what they started.

## RESULTS

Growth in  
small loan sales  
compared to the  
same period last year:

**+90%**

Growth in  
mortgage loan  
sales  
compared to the same  
period last year:

**136%**

Number of  
mortgage loan  
applications  
compared to the  
same period last year:

**7,5 x  
HIGHER**

Growth in  
leasing sales  
compared to last month:

**+107%**

