

PRISM AWARD SUBMISSION

AGENCY: BYDESIGN COMMUNICATIONS
CATEGORY: FINANCIAL SERVICES
CLIENT: TRANSUNION SOUTH AFRICA
CAMPAIGN: FROM CREDIT BUREAU TO
'INFORMATION FOR GOOD'



For more than 100 years, TransUnion was the go-to source of people's credit records for banks and insurers, providing an invaluable service to the South African public.

Meanwhile, South Africans thought TransUnion was the organisation that blacklists you. Clearly, a brand repositioning exercise was necessary.

TransUnion asked itself: in an age of Big Data, how can we use this information to improve people's lives? We needed South Africans to believe that TransUnion was more, used data differently and played a critical role in enabling people's lives and dreams. And so, the 'Information for Good' campaign was born.





STATEMENT OF CHALLENGE AND OPPORTUNITY

Challenges

- TransUnion has always been seen as a credit bureau: the company that ‘blacklists’ consumers, essentially stopping them from achieving their financial dreams.
- TransUnion’s competitors advertise actively, and have a far higher profile on mass media channels
- TransUnion’s key industries are auto, banking, retail and insurance, but they had very low media presence in those vertical industries

Opportunities

- TransUnion has a rich repository of information on millions of South Africans that it could use to educate and build affinity with consumers
- TransUnion has strong research assets and quarterly reports that we could use to build awareness and credibility

RESEARCH

Desktop research

- We analysed the news agenda to understand what TransUnion’s competitors and the industry were saying about key consumer trends and sentiment
- We conducted an in-depth review of consumer-driven social media conversations to gauge popular sentiments and narrative
- We analysed media monitoring reports to determine TransUnion’s share of voice and positioning

Media outreach

- ByDesign canvassed the opinions of 15 leading financial services media in South Africa
 - All 15 associated TransUnion with blacklisting and being a Credit Bureau – affirming our initial belief
 - No journalists, editors or producer could relay a credible TransUnion message or name a spokesperson

Key insights

- The TransUnion brand was unemotional and faceless to most South African media and consumers
- The South African media has a clear appetite for content around trends like financial inclusion, consumer health and financial insights
- There was little to no financial educational content in the media from TransUnion or any credit bureaus

PLANNING THE CAMPAIGN



To shift the conversation over a 12 month period (October 2018 to October 2019) from TransUnion being a credit bureau to an organisation that enables and helps South Africans achieve their dreams, we created a campaign around TransUnion being a company that uses Information for Good.

We needed to achieve five key objectives:

1. **Position TransUnion** as a company that is committed to solving problems that matter - financial inclusion, growing the economy, growing businesses, making people feel financially healthier through mass media.
2. **Reshape negative perceptions of TransUnion** – from a credit bureau that blacklists people, to an information solutions provider that helps people live their best lives, through consumer-specific content.
3. **Create national awareness** to empower South Africans to check their credit reports and educate them on how to improve their credit scores.
4. **Humanise the brand** – bring our leadership to the fore – introduce South Africans to an array of spokespeople across gender, race etc. People love and trust brands where they know and recognise the people behind these brands. We were fortunate in this instance that the new CEO of TransUnion Africa, Lee Naik, has one of the largest LinkedIn profiles for a CEO in the country – an audience of over 30 000.
5. **Elevate our presence in the key sectors;** Automotive, Banking, Retail and Insurance by providing the industry with insights-driven quarterly reports which created moments in time, quarterly spikes in the brand's presence in the media.



Lee Naik, CEO of TransUnion SA shifting perceptions from credit bureau to info for good



Build the brand with the media

- We set up a series of face-to-face meetings for TransUnion’s spokespeople with leading journalists throughout the year to humanise the brand and showcase its multiple, diverse spokespeople that are subject matter experts across key economic sectors.

Create bespoke industry content

- We instituted three different quarterly reports that break down credit trends and explain their effects on both businesses and consumers while providing insights:
 - Payments Hierarchy Studies – an observation of approximately 325 000 South African consumers’ credit cards, vehicle loans and housing loans payment behaviours during tough financial times.
 - Industry Insights Report (IIR) – an in-depth full population-based report into new accounts opened; outstanding total and average lending balances; and accounts in payment arrears across diverse credit products.
 - Vehicle Price Index (VPI) – measuring the relationship between the increase in vehicle pricing for new and used vehicles using vehicle sales data collated from across the industry.



Quarterly insights

Put a human face to consumer education

- We worked actively to move the conversation from blacklisting and credit bureaus to using data for good by using spokespeople that ordinary people can relate to
- Credit lifecycle content for all ages in different formats from copy only, infographics, to graphs/ pie charts, etc and sharing via mass media

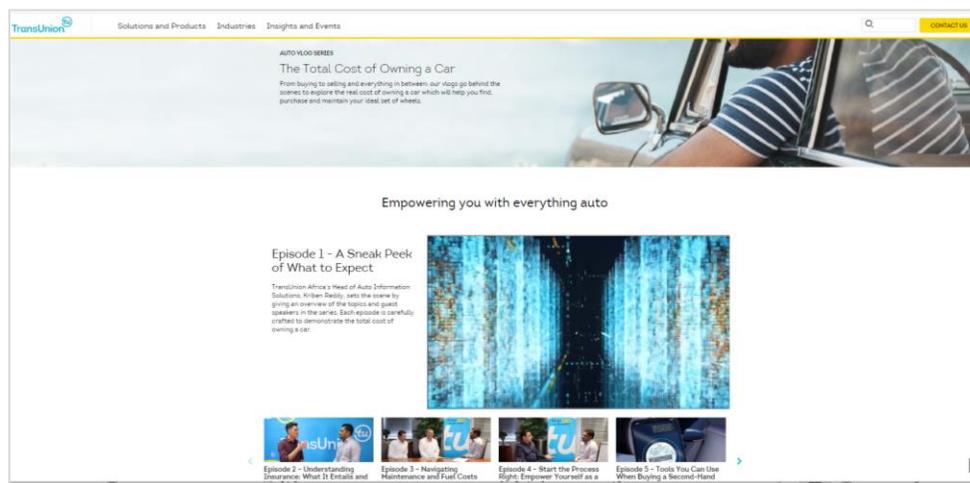


- Supplemented the above content with newsletters to a database of 3.4 million subscribers



Consumer education

- We created an auto podcast/ vlogs series featuring auto industry players, breaking down total car ownership costs to a database of 3.4 million subscribers



Auto podcast/vlog

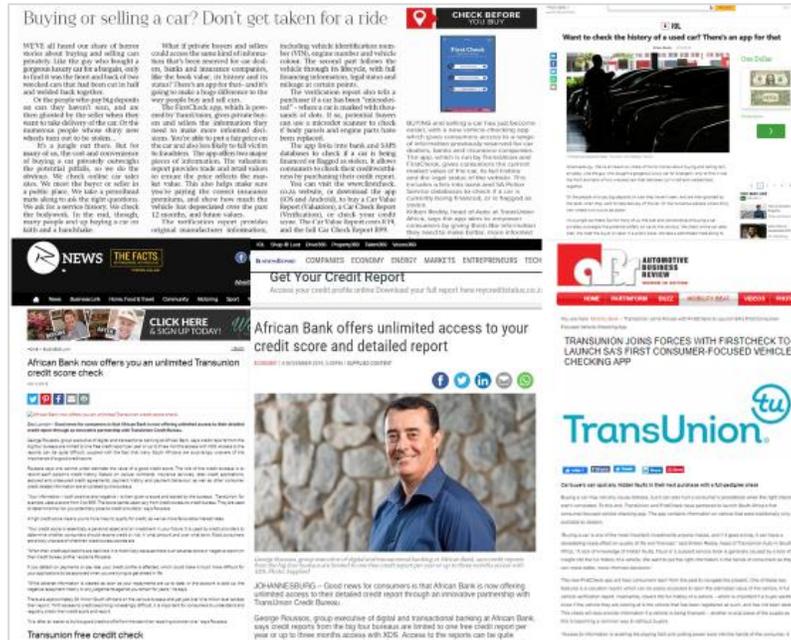
Connect the content

- We used CEO Lee Naik's LinkedIn platform, with 30 000 followers, to amplify our messaging and insights
- We converted bi-monthly newsletters to educational, consumer-focussed press releases for mass media
- We set up Industry Insights webinars every quarter to unpack insights with key media



Leverage strategic relationships

- We secured an annual consumer credit management educational partnership with African Bank to drive our messaging through a third-party
- We launched the FirstCheck app in partnership with FirstCheck to help consumers evaluate the value of a car, verify ownership, accidents, etc when either buying or selling a car



Partnerships

EVALUATION AND MEASUREMENT

1. **Position TransUnion as a company that is committed to solving problems that matter**
 - ✓ 1 571 clips of coverage generated
 - ✓ A reach of 1 179 220 524
 - ✓ 61% tier 1 media exposure
 - ✓ 99% key messages penetration
2. **Reshape negative perceptions of TransUnion**
 - ✓ Over 85% newsletter downloads every fortnight
 - ✓ FirstCheck app launched
3. **Create national awareness to empower South Africans to check their credit reports and educate them on how to improve their credit scores**
 - ✓ Launched a chat bot to solve recurring consumers' problems in real time, 24/7
 - ✓ 68 broadcast interviews
 - ✓ Free editorial monthly columns for 12 months or more with The Star, IT Web and Heavy Chef for the two top directors



4. Humanise the brand

- ✓ 6 diverse spokespeople mentioned in the media every month
- ✓ Media calls for comment from specific spokespeople became a fortnightly recurrence
- ✓ 95% of top media could name at least 3 TransUnion spokespeople without having to think about it
- ✓ The company's CEO and top spokespeople spoke at a minimum of 24 tech, auto, insurance, banking and leadership events

5. Elevate our presence in the key sectors by providing the industry with insights-driven quarterly reports

- ✓ Helped clients in the bank loans industry identify over 3 million previously unbanked customers
- ✓ In the non-bank loan industry, we identified 1.1 million new loans at the same acceptable industry Bad Rate that could now be approved through better scoring – a potential value of R1.4 billion

'I trust the TransUnion data sets and insights. Before 2019, I did not know they had so much valuable information besides credit reports,' Maya Fisher-French, finance journalist.

Word count – 1 152

Please see client letter of PRISM entry approval on the next page.



CLIENT ENDORSEMENT LETTER



29 February 2020

To whom it may concern

RE: PRISM AWARDS 2020

This letter hereby certifies that I, Lisa Thomas, in my capacity as Senior Marketing Director – Africa for TransUnion Africa, acknowledge and endorse ByDesign Communications use of the work they did for TransUnion Africa in 2019 submission into the PRISM awards for 2020.

Should you have any queries, please feel free to contact undersigned at TransUnion Africa.

Yours faithfully,

A handwritten signature in black ink that reads 'L G Thomas'.

Lisa Thomas

Senior Director Marketing – Africa, TransUnion Africa

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