

# ABOUT YELL



We are true **financial industry experts** and **visionaries**. Immersed in financial services, we reimagine customer experiences through **incisive insights**, **award-winning creative** and **measurable executions**.

We understand that your customers drive everything we do, therefore we are dedicated to inspiring Australian financial services firms to create and deliver **exceptional customer-led interaction experiences**.

We believe that **Financial Services organisations can make their clients' lives better**

## WHO WE ARE

We're an award winning team, of 15 truly passionate thinkers, creators and doers.

We base ourselves in the heart of agency-land, Surry Hills, Sydney but we also have teams in both Melbourne and Brisbane.

## WHO WE WORK FOR



## HOW WE DRIVE VALUE FOR OUR CLIENTS

We help our clients better understand their audiences emotional and rational needs

We inspire our clients to create exceptional interactions that engage and empower their customers.

We deliver successful projects which consistently exceed ROI targets.

## HOW WE CAN HELP

1. Everything in one place:

- **STRATEGY**: digital, lead gen, content, campaign
- **EXECUTION**: digital, content and campaign
- **MEDIA**: strategy, planning and management

2. Financial services experts for both start-up fintechs and corporations

3. We build strategies for businesses with very specific target audiences (e.g. B2B, HNW, Accountants)

# SERVICES



## CUSTOMER EXPERIENCE

- Audience and customer research
- Business and data analysis
- Persona and customer journey development
- CX strategy
- iX (interaction experience) strategy
- Service design
- Interaction prototyping and testing
- Experience design and delivery



## BRAND

- Brand strategy
- Brand identity
- CVP development
- Brand execution and rollout
- Collateral creation and execution



## CAMPAIGN

- Campaign strategy
- Campaign creative (online and offline)
- Campaign execution (online and offline)
- Campaign management
- Media strategy
- Media management



## CONTENT

- Content strategy
- Marketing automation
- Copywriting (technical)
- Copywriting (campaign & educational)
- Content creative and design
- Video (live action & animation)



## DIGITAL

- Digital strategy
- Scope, design & build complex financial websites
- Scope, design & build lead gen sites
- Just to confirm... we build websites
- UX/UI design
- Scope, design & build tools and calculators
- App design and execution



## CONTACT US

If you ever have any questions, please don't hesitate to get in touch with us.

Suite 303/61 Marlborough Street

Surry Hills 2010

PH: +61 2 9310 1444

info@yellcreative.com

www.yellcreative.com



# XTB

## EXAMPLES OF WORK



# chi-x



**QANTAS SUPER**

# BUILDING A BETTER FUTURE

Digital Member Experience  
May 2018





## A BRAND NEW PRODUCT LAUNCH

- XTB investment product launch
- Go to market strategy
- Digital tools and platform
- Content and campaign
- Multi-channel creative execution

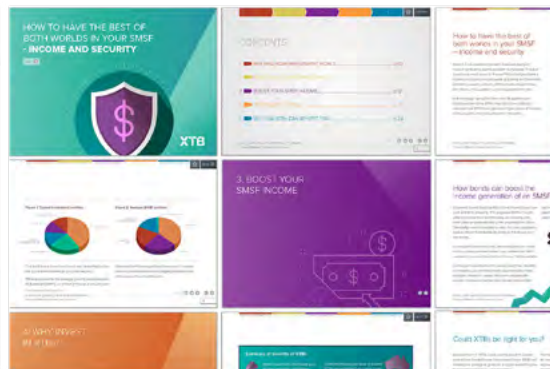


### WHAT WE DID:

- BRANDING
- CALCULATORS & TOOLS
- COMMUNICATION STRATEGY
- MARKETING TOOLKIT
- UX & DIGITAL DESIGN
- DIGITAL CONTENT DEVELOPMENT
- VIDEO ANIMATION
- PHOTOSHOOT
- CAMPAIGN & OPTIMISATION



Content campaign social ads



Content campaign download  
(content idea, copy, design, production)



Content campaign infographic



## POSTCARDS FROM A FUTURE YOU

- Integrated TTR campaign
- Interaction experience (iX) strategy
- Creative strategy and execution
- DM and EDM distribution
- Segmented content and landing pages
- Marketing automation and nurture



### WHAT WE DID:



BRANUX & DIGITAL



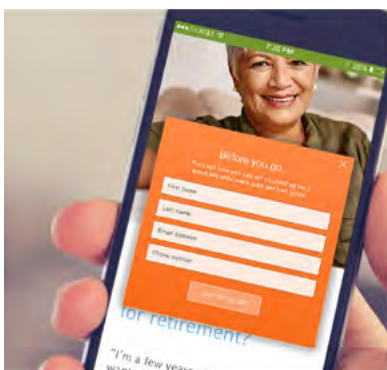
INTERACTION EXPERIENCE



DIGITAL CONTENT DEVELOPMENT



CAMPAIGN & OPTIMISATION



Landing page opt in for mobile

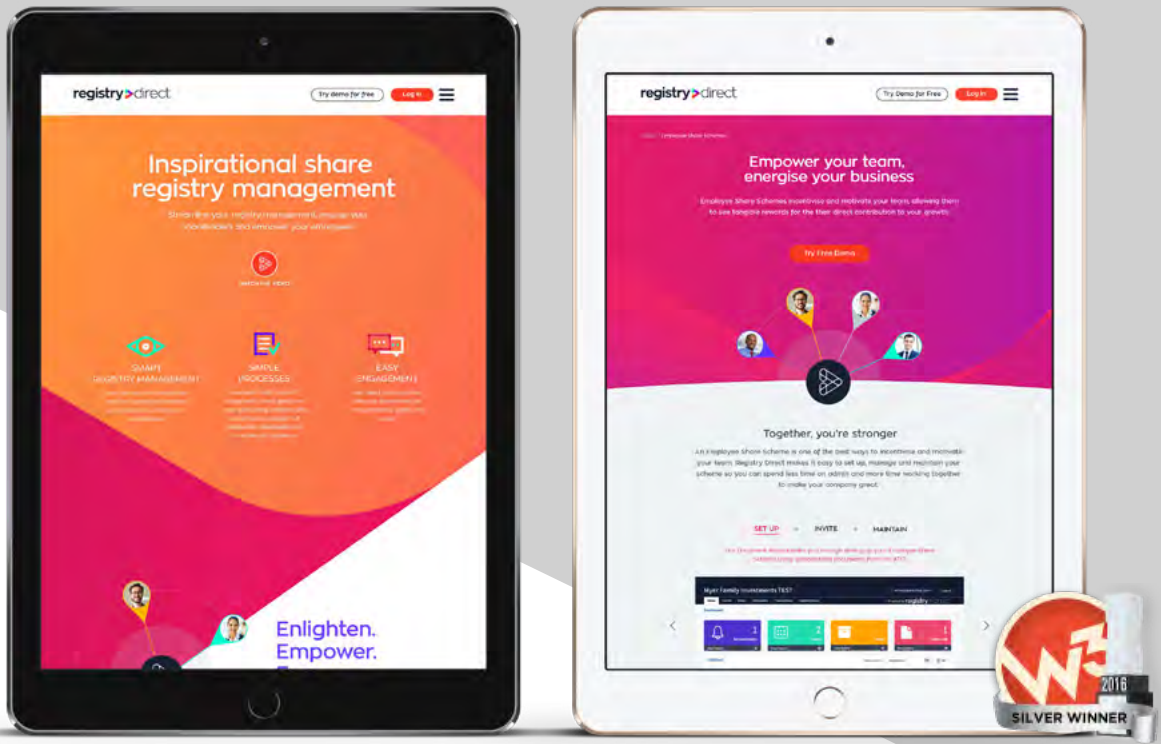


Creative and content for personalised DM



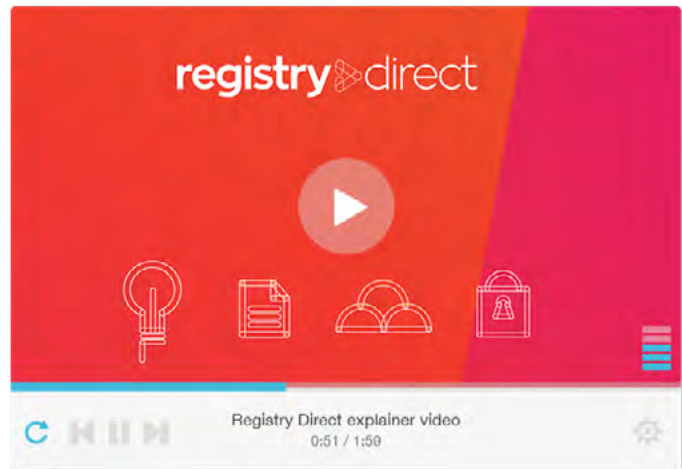
Downloadable lead gen content piece





# CHANGING THE CONVERSATION AROUND **REGISTRY MANAGEMENT**

- CVP and brand strategy
- MVP site development
- Engagement strategy
- Sales tool development
- Website and platform UX



## WHAT WE DID:

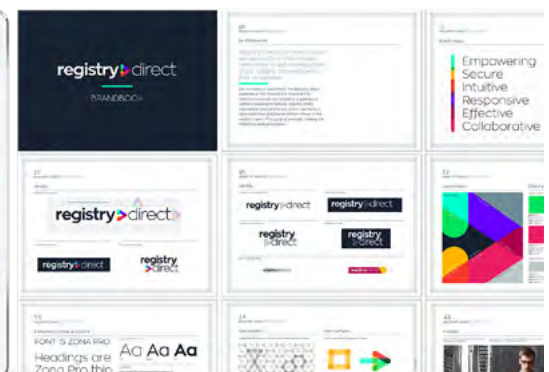
-   
**BRANDING**
-   
**EVENT & EXPERIENTIAL**
-   
**UX & DIGITAL DESIGN**
-   
**DIGITAL CONTENT DEVELOPMENT**
-   
**VIDEO ANIMATION**



Pricing strategy and digital design



Content page responsive design



Brand book