

# Archibald / Williams creates campaign positioning financial newcomer uno as the obvious choice in home loans

Archibald / Williams has created a new campaign for uno Home Loans utilising TV, digital, social media and outdoor.

uno is a new challenger brand in the fintech space looking to disrupt and cut through in what is an extremely saturated category, with the agency aiming to educate Australians on what the company can offer. In particular, uno has changed the way Australians get a home loan by giving them access to the tools and technology brokers use, providing transparency with expert advice, all via an intuitive digital end-to-end platform.

uno's smart technology searches through thousands of home loan products, and paired with expert advice, customers are able to find a better deal that suits their needs quickly and efficiently.

'The Obvious Choice' campaign shows that finding a better deal on your home loan with uno is such a no-brainer, that you'll probably need to think more about what you do with the savings.

Kirsty Davison, Chief Product and Marketing Officer, uno said: "We're challenging the home loan category through innovation and technology to make finding a better deal easier for the customer. So it was key for us to show how uno's technology, paired with the advice of our experts can help someone get a better deal on their home loan. We're really happy with how the A/W team has created a piece of work that has the impact and cut through we were hoping to achieve."

Matt Gilmour, ECD, Archibald / Williams added: "We took a comedic approach that you wouldn't normally see from a financial services business to show how uno makes the right decision easy when it comes to your home loan – even if you don't make the right ones later."

The campaign launched with a 30s TVC last night, and will be followed by a few snappy 15s TVCs this week.

Blue 449 were instrumental in delivering the media strategy across TV, digital, social media and outdoor. Haystac are managing the PR program across consumer, business, and financial services media.

Watch the 30s TVC here: <https://youtu.be/6zdX5L5kL94>

Agency Team:

Matt Gilmour, Executive Creative Director

Mary Perebzk, Head of Strategy

Nicole Conway, Copywriter

Tim Batterham, Art Director

Jasmina Krnjetin, Group Account Director

Kiranpreet Kaur, Senior Account Director

Nicola Ramsey, Account Manager

Amanda Cain, Senior Producer

Client Team:

Vincent Turner, CEO

Kirsty Davison, Chief Product and Marketing Officer

Erin Fryer, Senior Marketing Manager

Helen McMurdo, PR - Research - Content

Agency Partners:

Gary John - Director

Simon Ozolins – DoP

Emma Thompson – Senior Producer

Production Co. - Photoplay

Post Production – The Editors

Media Agency – Blue 449

PR Agency – Haystac

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