

BPAY's latest campaign to help people in need

At a time when many Australians are experiencing economic hardship due to COVID-19, BPAY Group has launched a marketing campaign featuring the generosity of Aussies who are helping each other pay bills with BPAY.

The campaign features big-hearted drag queen Leasa Mann, who is a star on the previously happening Melbourne entertainment scene. Back in April Leasa offered to pay the bills of people who found themselves struggling financially through the COVID-19 pandemic, using BPAY.

The generous offer to help others quickly caused a ripple effect with friends, acquaintances and perfect strangers wanting to help those in need too. To date, around 40 people have received help with over \$5,000 worth of bills paid. BPAY wanted to share Leasa's story of generosity to show how easy it is to help pay the bills of others in need in a secure and confidential way. Leasa hopes the movement continues to inspire generosity of spirit in Aussies during these tough times.

BPAY also teamed up with Leasa to star in a BPAY tutorial video to help Aussies get better at their bills with BPAY. For every unique, completed view of the 'Get better at bills with BPAY' tutorial video BPAY will donate \$1 to charity, up to a maximum of \$30,000. BPAY is proud to be making the donation to First Nations Foundation and their My Money Dream initiative, an online training program designed to increase the financial wellbeing of Indigenous Australians.

"We want this campaign to continue to demonstrate the ease, convenience, privacy and security of using BPAY to manage your own bills, or the bills of others," said BPAY Group General Manager Marketing and Communication, Renee Amor.

"When over 98% of Australians know BPAY and more than 70% use it*, it makes it much easier to do something that makes a difference in the community as well."

BPAY Group's latest research** shows around 71% of 18-24 year olds, and 61% of 25-34 year olds, say their income has either decreased or they expect their income to decrease in the next 6 months. This is a daunting prospect. The research also shows that 58% of people have a strong intention to help family and friends struggling with their bills.

The integrated marketing campaign, created together with BPAY Group partners BMF and Ikon, will run an advertising campaign across channels most suited to COVID-19 consumer behaviour, featuring radio, podcast, video, social, and written content. In addition, the 150 Financial Institutions that offer BPAY have the opportunity to share the campaign with their own customers.

"Our member financial institutions find great benefit in being able to make a difference in their communities by sharing this campaign. The initiative not only enables Australians to get better at bills with BPAY, it will also make a significant contribution to the great work being done by the First Nations Foundation," said John Banfield, BPAY Group's CEO.

Watch the Meet Leasa Mann video [here](#). Learn from Leasa about how to get better at bills by watching the BPAY tutorial [here](#).

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* Kantar Brand Health tracker

** RFI Research May 2020

About BPAY Group

BPAY Group was launched in 2017 as the parent company to BPAY and our growing family of businesses. Our brands include BPAY, Osko® and Sypht. For over 20 years, BPAY has created great payment experiences in tune with Australians. Throughout our evolution, we have focused on continuing our legacy of innovation and we are positioned to lead innovations from our unique position in Australia's financial services industry. We're the brains behind some important Australian firsts – like our flagship BPAY bill payments system and Osko, the faster way to pay. Our purpose is to 'make life simpler'.

BPAY is an easy and secure way to manage your bills with one payment method all through your online banking. You can choose when, how much and from which account to pay from - whatever works for you. With BPAY you're in control from the comfort of your own home - without having to leave the couch.

For more information about BPAY visit www.bpay.com.au

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