

Client	Kredo.al – Kredo Finance shpk / Tigo.mk – Tigo Finance
Project	Creation of marketing campaigns for full 2023 year: creative concept, production of TVCs, radio commercials, photo shooting and online creatives.
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### Brief to Marketing agency

<p><b>Who are we?</b></p> <p><u>About us:</u></p> <p>Kredo Finance (Albania) and Tigo Finance (North Macedonia) are non-bank financial Institutions providing payday and consumer loans to private individuals with the most convenient borrowing process on the respective markets. We believe that everyone should have access to financial instruments when it is most needed.</p> <p>Strongly based in high ethical and professional standards, we aim to build an innovative environment, dedicated to users and offer quick and easy solutions for consumer lending, by being accessed by everyone, everywhere.</p> <p>The cost of microloans is usually much higher than the rates for conventional bank loans, while the approval rate is also much higher than that of conventional banks.</p> <p>Usually, the process of obtaining a loan is long and complicated. While, at Kredo Finance and Tigo Finance, the application process is as simple as possible. We do not require proof of income, guarantees or collateral. Apply online or in one of our numerous branches and get a loan in cash or in your bank account in a few minutes, only with an ID.</p>
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<p>What do we offer?</p>	<p>We are the EXPERTS of our field! The experts of giving loans to individuals who needs it. Every time you want the best you choose the expert.</p>	
	<p><u>Kredo.al:</u></p>	<p><u>Tigo.mk</u></p>
<p><u>Products</u></p>	<ul style="list-style-type: none"> <li>- <b>SPL - single payment loan</b> (Kredo and Tigo)</li> </ul> <p>SPL is a good help to close the gap right before the salary. SPL has a limit range from <b>40 Eur – 700 Eur</b>, with a repayment period of <b>30 days</b>.</p> <p>SPL as product was introduced by Kredo.al in Albanian market for the first time</p> <ul style="list-style-type: none"> <li>- <b>Installment loan</b> (Kredo and Tigo)</li> </ul> <p>Meanwhile Instalment loan is more familiar to the consumers, with a limit range between <b>40 Eur - to 1700 Eur ( or at Tigo.mk up to 3252 Eur)</b> , that can be repaid within and <b>3, 6, and 12, 18, 24, 36 and 48 months</b>.</p> <ul style="list-style-type: none"> <li>- <b>Credit Line</b> (Tigo.mk only)</li> </ul> <p>This option, which is only available in Tigo, was created to meet the different needs of customers, and what makes this product specific, but at the same time unique in the market, is the repayment method. Namely, with Tigo Premium (CL), the monthly obligations for the client consist only of the credit costs, while the principal is returned by the client with the last monthly obligation, i.e. after 6 or 12 months, depending on what he chooses. So, this option allows our client to repay the amount of credit they've took not in 1, 2, 3, 4 months – but in 6 or 12 months. Limit is up to <b>3252 Eur</b></p> <ul style="list-style-type: none"> <li>- <b>Business loan (Kredo.al only)</b></li> </ul> <p>Meanwhile Business loan is a new product launched in 2022 only for individual registered businesses, with a limit range between <b>40 Eur - to 4300 Eur</b>, that can be repaid within and <b>3, 6, and 12, 18, 24, 36 and 48 months</b>.</p> <ul style="list-style-type: none"> <li>- <b>Option for extension</b> (Kredo and Tigo)</li> </ul> <p>No money to pay in time? No problem! We offer to all our customers the <b>possibility to extend</b> their payment date without any penalty, explanation, or document.</p>	

<p><u>Process</u></p>	<p>Application is being performed in <b>real time</b>, by customers from the web, or our employee in branch, and the response delivered in <b>few seconds</b>, gives a full information about the limit allocated and the maximum amount that they can use. All clients have access to a full online process if they have a bank account because of the cutting-edge technology for client identification and bank disbursement if the client has a valid bank account.</p> <p>The <b>application is completely free of charge</b>, and the sole document needed now of application is client ID <b>card</b>.</p> <p>Online application process is available 24/7 for applications, loan disbursement for these loans will take place as soon as working hours start.</p> <p>Innovation is of course being one of our strongest points. We, with no doubts are the leading financial institutions for the moment that has a fully automated scoring system. The parametrization of the infrastructure makes us unique in the way how we collect, process, analyze and deliver the information to the customer, just in few moments. The evaluation is done just once, and available limit increases progressively with each loan disbursed from the client.</p>	
<p><i>Business channels</i></p>	<p>1. Online</p> <p>2. Branches</p> <p>We currently serve our customers with 44 branches: <a href="https://www.kredo.al/deget">https://www.kredo.al/deget</a></p> <p>3. Western Union</p> <p>600 Points of Western Union, where they can apply, have loan disbursed and make payments.</p> <p>4. Easy Pay</p> <p>500 Points of Easy Pay, where they can apply, have loan disbursed and make payments.</p>	<p>1. Online</p> <p>2. Branches</p> <p>We currently serve our customers with 29 branches in 18 cities: <a href="https://www.tigo.mk/filijali">https://www.tigo.mk/filijali</a></p>
<p><i>Disbursement &amp; Repayment channels:</i></p>	<ul style="list-style-type: none"> <li>- Cash</li> <li>- Bank transfer</li> <li>- Western Union</li> <li>- Easy Pay</li> </ul>	<ul style="list-style-type: none"> <li>- Cash</li> <li>- Bank transfer</li> </ul>

<p><i>OUR USP</i></p>	<p><b>Life is too short to stand still waiting! Make it happen NOW! Kredo and Tigo is the help to move life forward.</b></p> <p><b>Other important messages:</b></p> <ol style="list-style-type: none"> <li>1. <b>First Loan is for free</b> only for the Single Payment Loan – no interest, no commission, no other fees</li> <li>2. The <b>only company in Albania</b> [ONLY KREDO] who offers a <b>full online application and disbursement</b> of loan.</li> <li>3. The only company that cares about its clients and <b>offers</b> them many <b>discounts</b> to help them when they mostly need.</li> <li>4. Possibility to take your money where is nearest to you, or in your bank account.</li> <li>5. <b>Progressively increasing loan amounts</b> for all the clients that have a good repayment behavior.</li> <li>6. <b>Simplicity:</b> All you need is ID card. The simplest way on the market, to get the money you need is in your wallet - an ID card. We have the state-of-the-art technology that enables us to check the creditworthiness of clients only by his ID. When we are talking about financial inclusion and access to finance for all - we really mean it!</li> <li>7. <b>Speed:</b> The fastest way to get the money you need - 10 minutes, cash on hand; 30 seconds to get an answer if your application is approved</li> <li>8. <b>Accessibility:</b> Available everywhere, every time, for everyone</li> <li>9. <i>We invented the word <b>FREE LOANS</b>.</i> <ol style="list-style-type: none"> <li>a. First single payment loan is free – payback as much as you take. This statement is true now for both markets, but it can change for 2022 for Albania.</li> </ol> </li> <li>10. <i>Quality</i> <ol style="list-style-type: none"> <li>b. In service - <b>We offer service which WOWs</b> our client expectations.</li> <li>c. In products - We offer simple and clear products We are the 1st choice for more than 60k citizens, and 70% of our clients are returning to Tigo when they again need financial assistance, while for Albania an average of 75% of the clients come back when they are in need. Our clients would recommend our services to their friends,</li> </ol> </li> <li>11. <i>Responsibility</i> <p>We do care for our clients. We are a <b>responsible lender</b> who really doesn't want clients to get into debts. We communicate transparently in every single step when client meet our Loan Specialists, we evaluate and advise</p> </li> </ol>
<p><i>Our target group</i></p>	<ul style="list-style-type: none"> <li>- 25 – 55</li> <li>- Male + female (70% male for Kredo and 65% for Tigo)</li> <li>- Low- and middle-income people</li> <li>- Secondary target group: - 18+ - no age limits</li> </ul>

<p><i>Background</i></p>	<p>There is a general negative feeling towards loans and microloans are considered the most negative amongst them. This happens mainly because the population has a low financial education and our very high APRs compared to banks (~500% vs ~30%). In addition, given the aggressive general attitude and lack of financial knowledge of media, a lot of black PR is used, which creates a toxic attitude towards the category as a whole.</p> <p>Lending is considered a forced and extreme step that is best avoided. The main reasons for using microcredit:</p> <ul style="list-style-type: none"> <li>• Unforeseen expenses</li> <li>• Delay of standard / standing payments,</li> <li>• The need for money after significant expenses,</li> <li>• The need to close another loan</li> </ul>	
<p><i>Our competitors</i></p>	<ul style="list-style-type: none"> <li>- Main competitor is IUTE CREDIT - <a href="https://iutecredit.al/">https://iutecredit.al/</a> <ul style="list-style-type: none"> <li>o Extensive network of partner shops</li> <li>o USP – The more , the better!</li> <li>o Offer 0% First loan SPL but do not give it to everyone</li> <li>o Interest rates are lower than Kredo Finance, but comparable.</li> </ul> </li> <li>- Other competitors</li> <li>- NOA - <a href="https://www.noafin.al/">https://www.noafin.al/</a> <ul style="list-style-type: none"> <li>o Offers double the amount of money for the loan and double the tenure (3 000 000 Leke for 60 months)</li> <li>o USP – Ku(r)do – Where (when) you want</li> <li>o Offer 0% First loan up to 30 000 Leke</li> <li>o Interest rates are lower than Kredo Finance given that this company is part of the traditional microfinance companies</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- Main Direct competitors <ul style="list-style-type: none"> <li>o IUTE CREDIT - <a href="https://iutecredit.mk/">https://iutecredit.mk/</a></li> <li>o MCASH - <a href="https://mcash.mk/">https://mcash.mk/</a></li> <li>o SN FINANCE - <a href="https://kredit.com.mk/">https://kredit.com.mk/</a></li> <li>o CREDISSIMO - <a href="https://credissimo.mk/">https://credissimo.mk/</a></li> <li>o FLEX CREDIT – <a href="https://flexcredit.mk/">https://flexcredit.mk/</a></li> </ul> </li> </ul>

## What we want our customers to know

- European brands with a high level of trust, which uses the most innovative, progressive technologies. With us, you can quickly solve most of your pressing financial problems.
- Main advantages:
  - We provide the fastest service in our markets for microloans.
    - For Albania competitors
    - Usual processing of the loan and cash disbursement takes 15 min, while for our direct competitors it usually takes more than 30 minutes (IUTE ALBANIA) and more than 120 minutes (NOA and other in Albania)
  - For TIGO –
    - We are communicating 10 minutes, but usually is less than 7-8, For REP is instant.
    - MCash - 15 min for application response, 30 minutes for payment
    - Credissimo - 10-15 minutes
    - Iute - 10-15 minutes
    - Flex - answer in application in 15 minutes
    - SN– 15 minutes.
  - Compared to banks, our companies are the only one that help you in every situation/your friend at most needed moments and teaches you how to manage your finances, how to manage your loans and make you financially capable
- We want all our customers to understand and feel that our companies are their partner in all times (joy or sorrow, stress, urgency etc.).
- An important task is to change the consumer's attitude to microcredit, to explain to him that this is not an extreme measure, but first of all, an opportunity that, if properly managed, makes a person financially independent in any difficult life situations.

## Campaigns frequency

- Albania
  - Spring campaign (April-May), ATL campaign
  - Summer campaign (July -August ) ATL campaign – July EU championship Finale / August end of summer back to school
  - October – November Campaign - ATL
  - New Year/Christmas offer - ATL
- Macedonia
  - Spring campaign (March), ATL campaign
  - Before Summer campaign (May) ATL campaign
  - Back to School Campaign (September) - ATL
  - New Year/Christmas offer (November and December) - ATL

\*\*\* Please keep in mind that this information is strictly confidential, and that under any circumstances should be shared with unauthorized people.

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<b>Pitch deliverables</b>
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- Argumentative strategy
- Concept for an umbrella campaign that can be adapted for to fit different campaign period.
  - o **This year we want to try and concept out tvc as MEMES that speak to everyone. Jokes of our everyday life, 100% recognizable from all audience, possibility to go viral and that everybody understands and feels! Feel free to work around just plain jokes with wider meaning (the time when... etc.), also dualism of sort - wanted this, got that, but make sure Kredo/Tigo is the background help, when "s\*it life happens".**
- Strong, USP
- Creative and outside of the box Main message(s)
- Draft of script and copy for each proposed concept/campaign
- Storyboard draft for each proposed concept/campaign
- Location and other materials needed
- Cost estimate
- Timetable of the production till the final version
- The agency should provide reference list of TVC projects done

The main thing in this offer should be your strategy and creative concepts for the campaign with arguments why this would work to achieve our goal.

Also, it is important to have a key visual from all spots that will be realized and Key visual to include main characters of each TV spot.

<b>What is expected from the agency</b>
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The Marketing agency should prepare a **concept / strategy** for the marketing campaigns. The agency should keep in mind that **the concept should be true and implemented in both Albania and Macedonia (this will be a joint production for both countries)**. The main thing in this offer should be your strategy and creative concepts for the campaign with arguments why this would work to achieve our goal.

- Campaign materials that will visually/story wise present the offer
- Agency can propose suggestions on the needed spot version amount to deliver the message.
- **NOTE: all deliverables should have 30", 20" and 15" versions where TVC is part of the campaign which are inclusive of the packshot that might contain an offer. The agency should plan beforehand that the final product delivered should have inside also the packshot which depending on the time frame of the tvc can be 5-10 sec longs. This is very important to keep in mind also when creating texts for the deliverables.**

The spots should include both:

- active campaign version with offer in the packshot
- regular version for non-campaign period without the offer, with regular CTA pack-shot.

The spots should be attention catching and stand out from what has been produced in Albania and Macedonia up till now. Dare to be different, bold, funny, and loud!

Option to consider - endorsement usage (singers/influencers/other famous people)

**Final material deliverables:**

**30", 20" and 15" TVC's**

**30", 20" and 15" radio ads**

**Online pack of creatives with Key Visuals – Key visuals, stories, banner etc**

**Banner set and video adaptations for all social media platforms and products (display, text, video)**

**\*\*Key visual with design files that include main characters of each TV spot (close up and distance as many different visuals that we can use throughout the year).**

**Photoshoot materials**

**\*Please note that we will expect a professional photoshoot (on-set and/or studio) during each commercial and characters image rights to be used on visual proposals for unlimited period of time!**

All agencies should keep in mind that final date to **GO ON AIR is March 1<sup>ST</sup> 2024**

**What is the goal of the campaign**

- The goal of campaign is to at least double the amount of loan applications
- Increase brand awareness
- Position companies as first choice for microfinancing and short-term loans on the respective markets

**Budget and specification about the TVC, radio and other materials adaptations**

- Budget will be considered based on the idea
- The budget must include everything from idea to production and any other costs



### Selection Criteria

- Execution of the requests of the brief
- Cost
- Delivery Time
- Focus on Product
- Creativity

Maximum points to be considered based on the number of agencies that are going to participate.

### DEADLINE AND DELIVERY OF PROPOSALS

- Please express your interest in participation: 20.11.2023 to brief sender(s)
- Please make your questions regarding the brief until 24.11.2023
- Deadline for delivery of proposals and cost estimation: 19.12.2023 (EOD)
- Presentations: 20-22 December 2023
- Final decision: 27.12.2023 on selected agency if there is no need to rewrite concepts.
- Delivery of first draft by agency chosen: 10.02.2024
- End date for delivery of final materials after comments ready for airing: 26.02.2023