

Simple plans are best



As car buyers habits shift online and expectations of convenience increase, the traditional automotive model was showing serious signs of significant disruption.

Dealer networks were noticing consumers are often left perplexed by complicated finance terminology. We spotted an opportunity to change the style of conversation.

AUTOTRADER
CONSUMERS TRUST
IN SECOND HAND
DEALERS RATED AT

7%

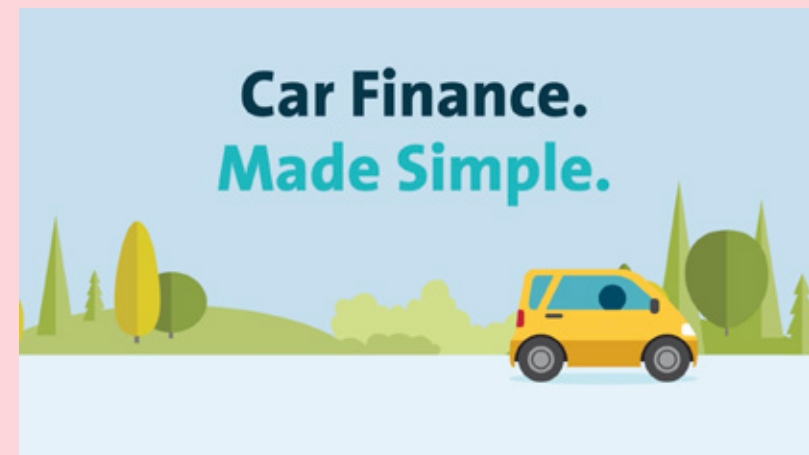
51%

UK CONSUMERS
PREFER TO SHOP ONLINE
THAN IN-STORE

The Clear Path

Education and Jargon busting were at the core of the "Car Finance Made Simple" campaign and the audience appreciated the light hearted tone.

- Consumer focus groups.
- Dedicated styleguides and tone of voice guidelines.
- Video and animation optimised for digital delivery and social media.
- Management of voice over talent.
- A purpose built online hub.



"Clarity exceed our expectations every time and there is always a 'wow' moment in terms of what we see – it's always a 12 out of 10!"

Dennis Foley - Head of Sales, VWFS

