

DDI WINS AUSTRALIA'S LARGEST NON-BANK LENDER



By
JOY CLARK



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SYDNEY INDEPENDENT CREATIVE AGENCY DDI HAS FENDED OFF 4 OTHER AGENCIES TO SECURE THE WIN OF METRICS CREDIT PARTNERS.

Founded in 2011 as an offshoot of the GFC, Metrics Credit Partners has always pioneered opportunity in the investing and borrowing realm.

Testament to their success has been their growth to become Australia's largest non-bank lender with \$3billion in funds under management.

The challenge posed by the founding partners was to elevate the brand's profile and stature to reflect the company's significant commercial success.

Metrics managing partner Andrew Lockhart said: "We were at a juncture in our history where inaction in relation to our brand was simply not an option.

"The pitch process was about finding the right partner to help take the company forward and realise our growth objectives.

"We were after an agency who added the right levels of strategic and creative firepower in a bold, dynamic way."

DDI has been charged with redefining the brand and creating everything from a new logo, to a new branding architecture and related campaign across all of Metrics' business pillars.

This also includes their listed funds and multiple target segments, so DDI's solution demanded a top-down and bottom-up approach.

DDI managing director Caroline McLaughlin said: "There were a few formative moments during the pitch that immediately set Metrics apart from any other financial services client we've ever worked on.

"At one point the partners actually said, "Don't bore us!" and that's become our catchcry.

"It's very atypical of the conservative mindset in this category and yet it's also totally reflective of who Metrics are as a brand – independent and bucking the status quo from the get-go.

"Being afforded that latitude from the guys who started the business allowed us to create standout work."

The new **Metrics** campaign will be seen live in-market during the first quarter of 2019.

Agency Team:

Bernd Winter – founder

Caroline McLaughlin – managing director

Patrick Tully – strategic director (Fusion)

Sarah Bayley – associate creative director

Annika Johannssen – copywriter

Mel Arasakamur – client partner

Client:

Metrics credit partners managing partners – Andrew Lockhart, Andrew Tremain, Justin Hynes, Graham McNamara



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