

Padilla Speer Beardsley New York / Credit.com

Challenge

Mentoring a Market in Pain

For years, Credit.com was quietly giving consumers access to knowledge surrounding credit, including educational materials and information on credit products and services. However, neither the company nor its stable of experts were broadly recognized as a go-to source for credit and personal finance expertise.

Strategy and Action

Credit.com retained PSB's New York increase Credit.com's visibility in the marketplace and establish it as a market and thought leader in personal finance education as measured by media impressions and visits to its Web site.

Results

The campaign resulted in more than 1000 placements in the first year in top-tier national broadcast, radio and print outlets such as USA Today, FOX News "Fox & Friends," Time Magazine, CNN, Newsweek, and The Wall Street Journal. Most emblematic of the success of the campaign, the media has begun seeking regular comment from these credit experts, particularly author John Ulzheimer.

