



Media Release

The One Centre creates integrated creative marketing campaign to launch new term deposit marketplace Cashwerkz

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Brand agency The One Centre has unveiled an integrated creative marketing campaign to promote the launch of Cashwerkz, the new one-stop term deposit marketplace and management tool.

The campaign incorporates an integrated creative and media connections strategy across [TV](#), print, radio, digital, social and content with media partnership and sponsorship properties.

The campaign is the culmination of 18 months work by The One Centre, which has been responsible for developing the brand and product positioning strategy, as well as creating the consumer brand identity and the design of the online platform.

[Cashwerkz](#) is a one-stop term deposit marketplace and management tool, which enables users to search, compare and invest, all on the one platform. The platform, which was originally designed for professional use by Financial Planners, aims to help consumers to maximise returns from their cash.

The integrated campaign aims to generate awareness of the Cashwerkz brand and positioning and get customers investing through the platform. Targeting an audience of 50+

pre-retirees and active retiree investors, the campaign builds off the positioning, 'Where the smart money put their cash to work'.

The creative campaign features unique characters demonstrating the ease of using the Cashwerkz platform. The ads show that if you 'werk it' with Cashwerkz, you can have the time and the money to werk whatever it is that you're truly passionate about.

The campaign features a significant media partnership and sponsorship component incorporating content deals across News.com.au, including videos on Kochie's MoneySaverHQ as well as content across Sky News, BBC and Yahoo.

The content is supported by social media activity with blogs and community management across social media profiles in a bid to encourage conversation and explanation about the new Cashwerkz platform.

John Ford, CEO, The One Centre, said, "Financial services is a saturated playing field, dominated by big brands with high advertising spends, so developing a creative idea to cut through and establish awareness of a new name in the category was critical.

"The creative campaign idea plays on the 'werk' component of the Cashwerkz name. We wanted to use the unique spelling to our advantage and create an ownable way to increase recognition and call people to action. I.e. Werk it."

Katie Molloy, Head of Project Management, The One Centre, said, "This campaign really celebrates the characters of the Cashwerkz customer, a lot of the advertising targeting this age group is full of the same clichés of older people walking together along a beach. We wanted to create something that really spoke to this audience and acknowledged them as individuals with passions and energies."

Ford continued, "People think you retire from your career but you don't, it's all about a new career maximising every dollar of your retirement savings. That's what Cashwerkz is about."

John Edgington, CEO, Cashwerkz, says, "Brand cut-through and credibility are big factors for new entrants into the financial services arena, so developing high-quality creative, a significant and integrated launch media strategy and a number of powerful media partnerships to elevate the brand and build trust is critical. The One Centre's brand strategy and integrated campaign is helping establish Cashwerkz as a serious new player and consumer champion."

Cashwerkz is owned and backed by private equity firm, [Adcock Private Equity](#).

The campaign launched this month and will run until July.

Links to the work:

TVCs
[30 second](#)
[15 second](#)

Hero Images
[Penelope](#)
[Zen Gardeners](#)

Press
[Penelope - Half Page](#)
[Zen Gardeners - Strip](#)

Website
[Visit the Cashwerks website](#)
[Homepage insitu](#)

Credits

Strategy and Concept: The One Centre
Strategist: John Ford
Project Director: Katie Molloy
Copywriter: Geoff Reid
Creative Director: Chris Gillespie (MONO)
TV Production Company: Revolver / The Glue Society
Director: Matt Devine / The Glue Society
Producer: Ian Iveson
Photography: Adrian Cook
Digital Platform Design: MONO
Digital Producer: Stephanie Rousset
Connections & Media: Alchemy One

ENDS.

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ABOUT THE ONE CENTRE

A Multidisciplinary Branding Agency

For nearly two decades The One Centre has helped leading brands break new ground in the way they come to life and connect. Specialising in positioning and total branding, our unique structure unites a core team of strategists and concept creators with a global network of specialist creative artists. Our goal? To create truly innovative ideas which transcend media and elevate brands into the world of arts, culture and entertainment.

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Strategy + Artistry