



Premier has a wealth of experience delivering campaigns for clients in the Financial and Legal sectors.

Selecting products such as these tends to be a considered decision and our clients benefit from the trust our audience has in us.

## Finance & Professional Services

### CASE STUDY:

#### Green Pastures Community Benefit Society

Green Pastures issues loan stock and uses this finance to purchase property to house the homeless. Green Pastures Community Benefit Society is registered with the FSA and investors select an interest rate of between 0% and 5% for a minimum investment of £1000 with a term of between 1 and 10 years.

#### Brief:

The original objective of the campaign was to generate £1m of investment at a yield of 5% for a year. There was a hope and expectation that people would then leave their money invested for a longer period and perhaps add to the level of investment when they grew comfortable with the organisation.

#### Delivery:

Radio spots with high production values, a high quality investor enquiry booklet, and Premier's multimedia capabilities incorporating both traditional and digital media were used to deliver the campaign including:

- Original production of two complementary radio commercials
- Medium rotation radio spot advertising campaign including premium time-bands
- A bespoke online microsite housed within Premier's website, populated with information, FAQs and an enquiry form
- Run of site Masthead and portrait banners
- Investor enquiry booklet
- Green Pastures supplied editorial content on homelessness issues

#### Results:

The campaign has tracked ahead of financial expectations: the average period of investment from Premier-generated investors is 6 months longer than the overall average for non Premier-generated investors. The investment generated by Premier is greater in quantum than the investment generated from all other sources.

### Here is what a couple of our finance and professional services clients have to say about working with Premier:

#### Green Pastures

*"Premier have been absolutely fabulous in the way they have lifted the profile of Green Pastures nationally. They have promoted partnering with Green Pastures to cure a local church's homeless population as well as seeing an increased investment into our loan stock from every day listeners.*

**Pete Cunningham,**  
Director, Green Pastures

#### Wellers law Group

*Premier has been an effective way to reach into the UK Christian community and has delivered a valuable source of enquiries and instructions for Wellers Law Group over the years.*

**Jane Whitfield,**  
Wellers Law Group

**Premier.**

#### MEDIA PACK

For more information contact your Account Manager, or call 020 7316 1300 option 3, or email [sales@premier.org.uk](mailto:sales@premier.org.uk)

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