# STARTER CARD BRONZE

# First Credit Card & Credit Building Campaign

#### **CAMPAIGN OVERVIEW**

Target Audience: Credit beginners, students, and customers rebuilding credit history

- Primary Focus: Credit building, financial education, responsible spending habits
- Credit Profile: Limited/no credit history, rebuilding credit, or first-time cardholders
- Campaign Priority: Medium Priority for future customer development and relationship building

Campaign Duration: 180 days Launch Date: Q4 2025

#### **CARD FEATURES & BENEFITS**

# 🛱 Credit Building Foundation

- 1.5% Cashback on ALL purchases (simple, no categories)
- Graduation Program Automatic consideration for better cards after 6 months
- Credit Line Increases Eligible for increases every 6 months with responsible use
- No Annual Fee Build credit without additional costs
- Security Deposit Option Secured version available for those who need it
- Credit Education Built-in tools and resources for learning

### 🛎 Educational Benefits

- Credit Score Tracking Free monthly FICO score and educational insights
- Spending Alerts Customizable notifications to prevent overspending
- Payment Reminders Multiple reminder options to avoid late payments
- Credit Building Tips Personalized recommendations for score improvement
- Financial Literacy Courses Free online courses on money management
- Budgeting Tools Simple expense tracking and budget creation

# Protection & Support

- Fraud Protection \$0 liability for unauthorized purchases
- Purchase Protection 30-day coverage against damage/theft
- Identity Monitoring Basic identity theft protection
- Customer Education Fraud prevention education and alerts
- Family Support Parents can monitor authorized user accounts

# 🎁 Starter Welcome Package

- \$100 Cashback after \$1,000 spending in first 3 months
- Credit Building Guide Comprehensive resource for credit success
- First Month Bonus 3% cashback on all purchases first 30 days
- Financial Planning Session Complimentary consultation with advisor

### **PRICING STRUCTURE**

Feature	Unsecured Version	Secured Version
Annual Fee	\$0	\$0
Security Deposit	None	\$200-\$2,500
APR	19.99% - 26.99% Variable 19.99% - 26.99% Variable	
Credit Limit	\$300-\$1,500 initially Equal to security deposit	
Foreign Transaction Fee	2.7% 2.7%	
Late Payment Fee	\$15 (first 2 late payments forgiven)	\$15 (first 2 late payments forgiven)

**Graduation Path:** Secured cardholders can convert to unsecured after 12 months of responsible use

### **TARGET CUSTOMER PROFILE**

### **Primary Targets from Campaign Analysis:**

- Credit Profile: No credit history, thin credit file, or rebuilding credit
- Age Segment: Gen Z (18-24) and young Millennial (25-30) primary focus
- **Income Level:** \$15,000+ annual income (part-time acceptable)
- Life Stage: Students, recent graduates, first job, fresh start after credit issues
- Financial Goals: Build credit, establish banking relationship, learn money management

### **Customer Personas:**

- 1. College Student: No credit history, needs first credit card
- 2. Recent Graduate: New job, establishing financial independence
- 3. **Young Professional:** Building credit for future major purchases
- 4. Credit Rebuilder: Recovering from past credit challenges
- 5. New Immigrant: Establishing US credit history
- 6. Authorized User Graduate: Ready for their own credit card

### **CAMPAIGN MESSAGING**

# **Primary Value Proposition**

"Start Smart. Build Strong."

# **Key Messages:**

- "Your credit journey starts here"
- "Build credit the right way from day one"
- "Learn as you earn"
- "No experience required, just commitment to success"

### **Communication Channels**

- College Campuses: University partnerships and student events
- Social Media: TikTok, Instagram, Snapchat targeting young adults
- Financial Education Platforms: Partnership with financial literacy organizations
- Community Colleges: Adult education and career center partnerships
- Immigration Services: New resident financial education programs

## **CREDIT BUILDING PROGRAM**

# Structured Learning Path

# Month 1-2: Foundation

• Understanding credit scores and reports

- · How credit cards work and responsible usage
- Setting up automatic payments and budgets

### Month 3-4: Building Habits

- · Optimal credit utilization strategies
- Building emergency funds while using credit
- Understanding interest and fees

# **Month 5-6: Growth Planning**

- Preparing for credit limit increases
- Exploring additional credit products
- · Long-term financial goal setting

### Month 7-12: Advancement

- Graduation to unsecured products
- Advanced credit strategies
- Preparing for major financial decisions

#### **SUCCESS METRICS**

### **Acquisition Targets**

- 20,000 new cardholders in 180 days
- \$1,800 average annual spending per customer
- 75% approval rate for target demographic (including secured option)

### **Credit Building KPIs**

- Credit Score Improvement: Average 40-point increase in first 12 months
- Graduation Rate: >65% eligible for unsecured card upgrades within 12 months
- Payment Performance: >90% maintain current payment status
- Education Engagement: >80% complete at least 3 financial education modules
- Retention Rate: >85% after 18 months

# **Revenue Goals**

- \$36M in transaction volume in first year
- \$5.4M in interchange revenue
- \$0 in annual fee revenue (fee-free model)
- 50% cross-sell rate for additional banking products

## **EDUCATIONAL PARTNERSHIP NETWORK**

### Academic Partnerships

- Universities: Campus credit education workshops
- Community Colleges: Adult learner financial literacy programs
- **High Schools:** Senior year financial readiness courses
- Trade Schools: Career-focused financial planning

### Digital Learning Platform

- Interactive Modules: Gamified credit education content
- Video Library: Short-form educational videos for social media
- Progress Tracking: Credit building milestone recognition
- Peer Community: Safe space for sharing credit building experiences

### **GRADUATION & UPGRADE PATH**

### **Solution** Automatic Upgrade Considerations

#### 6-Month Review:

- Credit score improvement tracking
- Payment history evaluation
- Spending pattern analysis
- · Eligibility for limit increases

#### **12-Month Graduation:**

- Conversion from secured to unsecured (if applicable)
- Upgrade to higher-tier cards with better rewards
- Removal of security deposit with interest
- Enhanced benefits and credit limit increases

### **Upgrade Options:**

- Smart Spender Silver: For established spending patterns
- Medium Spender Gold: For increased spending and income
- Category-Specific Cards: Based on spending preferences

### **FAMILY & AUTHORIZED USER PROGRAM**

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- Supervised Learning: Parents can monitor authorized user accounts
- Educational Alerts: Parents receive educational progress updates
- Spending Limits: Customizable limits for authorized users
- Graduation Planning: Transition to independent card ownership

## **Multi-Generational Support**

- Family Credit Building: Multiple family members building credit together
- Shared Educational Resources: Family financial planning tools
- Progress Sharing: Safe way to share credit building achievements

# **COMPETITIVE ADVANTAGE**

# **Unique Differentiators**

- 1. Comprehensive Education: Most thorough credit building education program
- 2. Dual Option Design: Both secured and unsecured versions available
- 3. Graduation Pathway: Clear path to better products and benefits
- 4. Family Integration: Support for family-based credit building
- 5. **Technology Focus:** Mobile-first design for young adult preferences

# **Market Positioning**

The most educational and supportive first credit card for building lifelong financial success

# **IMPLEMENTATION TIMELINE**

Phase	Duration	Key Activities
<b>Educational Content Development</b>	8 weeks	Course creation, video production, app integration
Campus Partnership Setup	6 weeks	University and college relationship building
Technology Platform Launch	4 weeks	Mobile app features and educational tools
Marketing Campaign	4 weeks	Multi-channel acquisition campaign launch
Customer Onboarding	24 weeks	New customer education and support
<b>Graduation Reviews</b>	Ongoing	Regular account reviews and upgrade considerations
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### **RESPONSIBLE LENDING PRACTICES**

# **Value 1** Consumer Protection

- Income Verification: Appropriate limits based on ability to pay
- Educational Requirements: Complete basic course before first purchase
- Spending Alerts: Proactive notifications to prevent overspending
- Counseling Services: Free debt counseling and financial advice
- Hardship Programs: Support during financial difficulties

#### **Regulatory Compliance**

- CARD Act Compliance: Full adherence to student and young adult protections
- Truth in Lending: Clear disclosure of all terms and costs
- Fair Credit Reporting: Positive reporting to help build credit
- Consumer Financial Protection: Alignment with CFPB guidelines

### **RISK MITIGATION**

- Credit Risk: Conservative limits with graduation incentives
- Educational Risk: Comprehensive support to ensure customer success
- Regulatory Risk: Full compliance with consumer protection laws
- Retention Risk: Strong educational foundation builds loyalty

# **CUSTOMER SUCCESS STORIES**

# **Expected Outcomes**

- "Built my credit from zero to 720 in 18 months" Credit building success
- "The education program taught me everything I needed to know" Educational value
- "Graduated to a premium card with a \$5,000 limit" Progression success
- "Finally understand how credit really works" Financial literacy achievement

Specifically designed to be the perfect first credit card, providing education, support, and a clear path to credit success for beginners and rebuilders.