

SG Money Lender Creative Brief

Brand Name

SG Money Lender

Objectives

- To generate leads for the website of SG Money Lender, a money lending company.
- To build a reputable and approachable brand image through a modern revamp of the website.

Introduction

With inflation rates rising as high as 7.465% last August, the cost of living is getting higher in Singapore. Although wages are generally increasing, the average monthly income is still lower than the current inflation rates with an increase of 3.2% from 2020 to 2021. Along with a global recession likely to hit soon, there might be a higher interest and demand in taking up loans.

Bank Loans vs Money Lenders

The primary difference between money lenders and bank personal loans is that money lenders lend people their own money while banks collect deposits from their customers, and withdrawals are controlled. Generally, people are more familiar with bank loans than money lenders.

Banks can offer huge loans with longer repayment periods. Hence, you can be able to get mortgages, car loans, and huge asset loans. However, banks are more strict in evaluating the creditworthiness of their customers, where the borrower has to go through various stages of scrutiny before the approval of the loan.

It is easier and quicker to get a personal loan from a licensed money lender than from a bank as they are more lenient. Hence in emergencies, taking a personal loan from moneylender would be better due to its fast processing time. Therefore, we will leverage this as our main selling point and build a trustworthy brand image in our web design to generate more leads.

Creative Design/Direction

The bad reputation of illegal money lenders (also known as 'Ah Longs') may paint an unsavoury picture for other legal money lenders in Singapore. Thus, building trust and brand reputation in the company's website is vital to get more customers.

Target Audience

Adults in 20s-30s

Colours

Primary Colour: Royal Blue (Hex Code: #4169E1)

According to colour psychology, blue is associated with trustworthiness and reliability which suits our brand image. Royal blue in particular symbolises empathy and dependability. Along with its regal associations, the colour gives off a formal and prestigious image. These are the impressions we would like to make on our potential customers. Thus, we chose this colour as our primary colour for the website.

Font

Libre Baskerville

A transitional serif typeface used in our titles that is modern and trustworthy.

Open Sans

A sans serif font used in our paragraphs to ensure our content is clear and readable.

Layout

Minimalist layout which clearly defined sections to convey impression of transparency in our services.

Content

The 3 pages that we have chosen are the Homepage, About Us page, and Apply Now page.

1. Homepage

Header

Header Section includes the brand logo, links to Homepage, About Us page, Apply Now page and dummy pages (Loans, FAQ, Articles).

As visitors navigate across and scroll through the pages, the navigation bar (header) remains at the top of the screen and follows them through as they browse the website. This would enable visitors to have a pleasant experience viewing the content due to quick and easy navigation. On top of that, the Apply Now button is designed to be large and more outstanding. Therefore, as visitors get to know more about SG Money Lender while browsing the site, and is waived to take on a loan, the Apply Now button is right at their finger-tips, increasing conversion rates.

Hero Section

This section is used to orient the user to the content on the rest of the page. We used the carousel component on Bootstrap for the layout of the Hero section. There are 3 slides in total.

1. Get your loan processed in 3 days!
 - Emphasises on our fast approval process as our main selling point
2. Why SG Money Lender?
 - Shows reliability of the company by stating that we are a reliable licensed money lending company approved by MAS
3. Our Mission and Vision
 - Let visitors know the direction and values of our organisation better

Services

All 8 types of loans are displayed in a card layout in a row. Visitors are able to view the summary of all our services at one glance by sliding. There is also a short description for visitors to know more about the grant quickly. Visitors can click on the 'Learn More' button to find out more. We used the cards component on Bootstrap for the layout.

The 8 types of loans are:

- Personal Loans
- Business Loans
- Foreigner Loans
- Education Loans
- Medical Loans
- Wedding Loans
- Vacation Loans
- Renovations packages

Meet the Crew

This section includes the profiles of 4 employees in the company in a card layout. Their high quality profile pictures are included to leave a good first impression to visitors and build the personal brand online. The description demonstrates their authority and expertise in this field, making customers more assured to seek guidance or perspective from the employees. Their social links are also provided for credibility.

Reviews

This section includes 2 reviews of past customers' positive experience with borrowing from SG Money Lender. The 2 reviewers share how the services help them improve their life and achieve their goals.

Online reviews provide social proof to potential customers and give them confidence in you and your business. Positive reviews reassure potential customers that they can trust your brand, your products, or your services, and validates expertise. This highly influences their purchasing decisions and builds a reputable brand image.

Related Articles

This section displays the 3 articles written by the organisation. These articles not only educate the visitors better financial literacy, it also drives traffic to the website through good SEO results using relevant keywords. Thus, this brings in more visitors to our website which might increase conversion rates. These articles also build relationships with readers and potential customers as it encourages engagement. By educating the viewers, the brand reputation of being reliable and trustworthy might also increase.

2. About Us

What We Do

This section provides a quick overview of the company.

Our Story

This section depicts the financial challenges once faced by the founder Amy. This motivated her to start this business to help others in the same plight. By using this anecdote, it shows how the brand would empathise with our customers who are likely also facing financial issues, building a trusting relationship between the company and the customers. Telling this personal story also draws readers in when understanding more about our brand.

Mission and Vision

This section contains concise and inspiring statements that clearly communicate the direction and values of the organisation.

Our Outlets

Information of the 4 physical outlets are displayed in this section, which includes the location and operating hours. Users can click on the map icon below to view the directions to that outlet from their location.

Having physical stores creates physical engagement for the customers to make an informed decision about the services available by communicating directly with the staff.

By making better decisions, it enhances their satisfaction and loyalty to the organisation.

Contact Us

All the various contact information is listed here. For convenience, a form is attached on the right for visitors to enquire about their problems.

3. Apply Now

Users are able to enquire more about the loan that they are interested in taking by filling up the form with their details. Their privacy would be confidentiality well protected and it is explicitly stated in the title.