



BHG Money

Direct mail creative invigorates results

BHG Money sought a new creative approach to elevate response rates and sell more loans. Although a well-established program was in place, the team wanted to see what was possible with fresh creative.

Taylor designed a big, bold look for the campaign and supported testing of the new creative. This [redefined program success](#) and set the stage for a long-term partnership.



RESPONSE
RATES JUMPED
25%+



100%
ON-TIME
DELIVERY



BENCHMARKS
CLIMBED
66%



Taylor **revolutionized** the way
BHG does direct mail."

HARI' LYMON

Vice President, Direct Mail, BHG Money

JOURNEY MAPPING | COPYWRITING | DESIGN | PRINTING | POSTAL OPTIMIZATION