

It Grew On Me

Digital - CommSec Pocket

Insight:

The target audience doesn't typically like the idea of investing, until they see the direct benefit over just saving; being that it grows.

Idea:

To create a slider on SEEK, where the user can see how much they could earn with the power of investing.



seek

Job Keyword

City or Region

Target Salary

Investing \$50 weekly

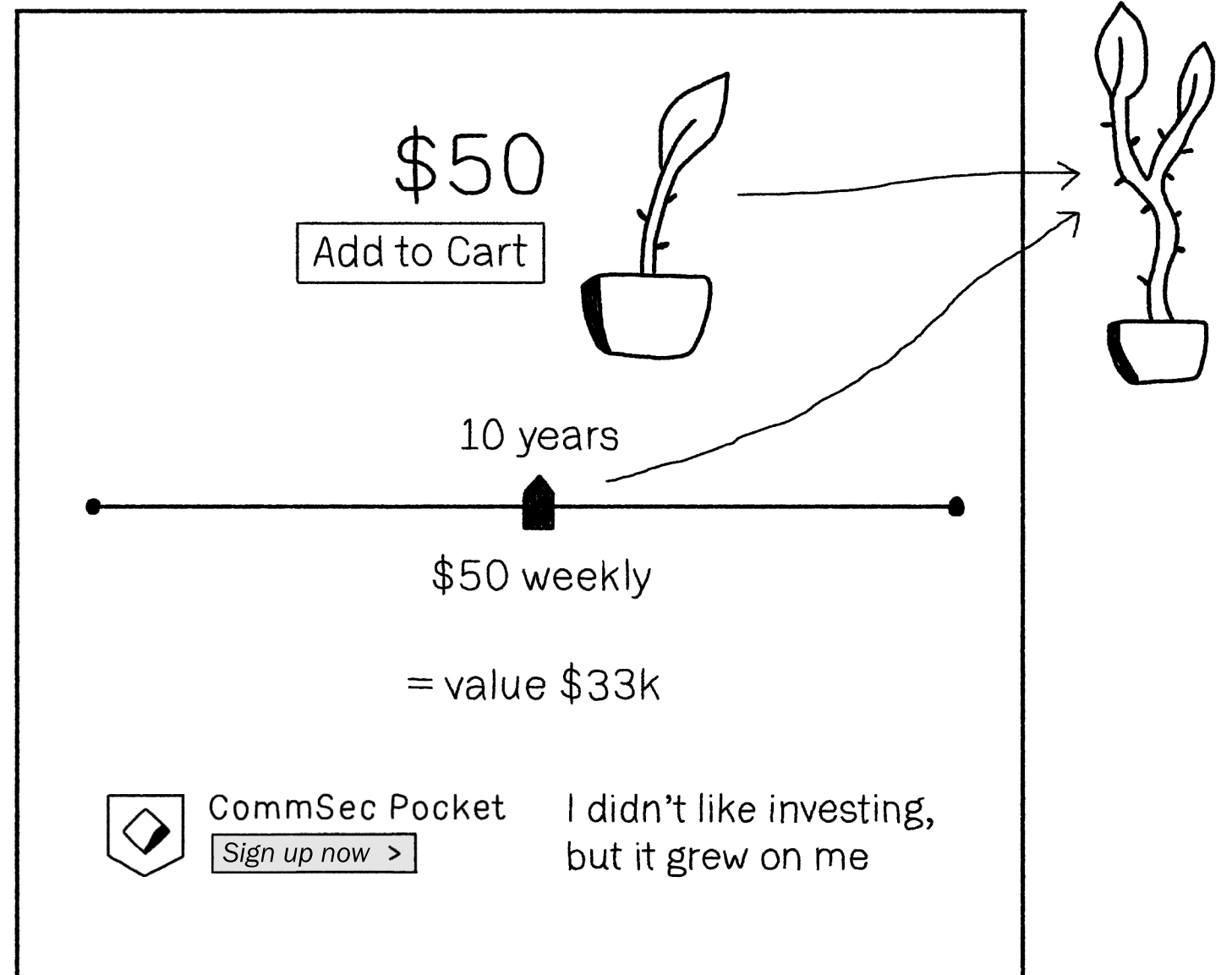
10 years

\$33k

I didn't like investing, but it grew on me

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\$50

Add to Cart

10 years

\$50 weekly

= value \$33k

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I didn't like investing, but it grew on me

SEEK:

The target audience is often looking at SEEK in order to make more money by finding a higher paying job. As the user is in this mindset, it is an ideal location to see the power of investing and the potential growth.

Plant Collective:

This "grew on me" slider is designed to be campaignable. Here is an example of the slider integrated on The Plant Collective's website. When moving the slider the plant grows, and the investment's value changes to match the slider's years.