

CLIENT STORY

Self

Fintech company Self had an incredibly tight timeline to produce OTT assets, with strict guidelines on location. We found an experienced local production company that was able to generate multiple videos, including A/B testing for two concepts, on a tight budget in a few short weeks.



Self.

BRAND STORY

Founded in 2014, Self (formerly "Selflender") is a fintech service that supports its users in building credit from scratch, raising credit scores, checking their current credit, and saving money along the way. Self strives to serve those who might not have had previous financial support or education when it comes to credit building and management.

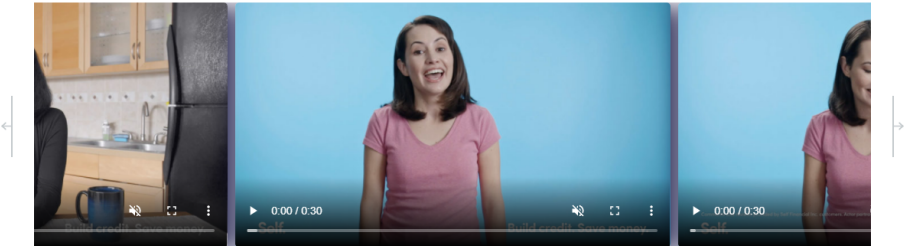


THE GOAL

Self had 3 weeks to produce 8 different OTT commercials in order to take advantage of more affordable media inventory (8 total spots needed for testing). The production had to take place in Austin, Texas so the client could be on set. In addition to a fast turnaround, Self wanted to use this campaign as an opportunity to learn as much as possible about what drives performance since this was the brand's first foray into OTT advertising.

OUR APPROACH

QuickFrame identified a top-notch production team local to Austin, working hand-in-hand with the client to ensure creative was on brand and that all deadlines were met, keeping banking/compliance regulations and restrictions in mind. QuickFrame developed two unique creative concepts, each with A/B versions for testing. The four hero videos were then cut into two lengths each for further media optimization.



RESULTS

28%
DECREASE IN COST PER APP
INSTALL VS. SELF AVERAGE

\$50,000
TOTAL BUDGET

8
TOTAL VIDEOS



Tim Kurtz
Director of User Acquisition, Self

“QuickFrame has been an amazing partner to help us scale creative production to drive increased user acquisition performance across OTT. At this stage of our company, trying to manage creative production in-house would be almost impossible.