Alternative Banking Solution Marks its Premier on National TV

Friday 9 October, 2020

For the first time, after seeing growth of 229% YOY, Suits Me are making an appearance on national TV.

Alternative banking solution Suits Me launches its **first TV advertisement** on Saturday 10th October, airing on Dave, BT Sport and Sky Atlantic. The ad focusses on removing the stigma surrounding bad credit and emphasises the ease of opening an account with Suits Me.

The ad shows a woman explaining how she is struggling to open an account with a high street bank because of her poor credit. It goes on to explain how she also does not have time to visit a branch to open an account. Two problems that are common for the digital-first **90,000+ customer base**.

The ad continues with a man looking worried, explaining how he could not open a bank account because he had no proof of address but after opening a Suits Me account, he was able to begin managing his finances. The ad will run for 8 weeks until the 6th of December in 10 and 30-second spots.

Suits Me are a digital-only banking solution, competing in the fintech market. As there is no credit checks or proof of address needed to open an account, the ad focusses on reaching a market that may face barriers when attempting to open an account with a high street or challenger banking provider.

Kim Roberts, Marketing and Communications Director for Suits Me, said: -

> “Launching this TV ad is the next step for us in order to reach the underbanked that need our services. Having focussed largely on digital advertising previously, this TV ad will allow us to reach these people, as well as building the Suits Me brand. The growth in accounts opened this year has meant TV advertising is the natural next step for us and will support us in our aim of helping to eliminate financial exclusion and making banking accessible for everyone.”

The TV ad will be accompanied by a competition on social media asking people to hashtag #SuitsMeOnTV if they see the ad with a chance to win £100.

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Company Contact:

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Suits Me

T. 07855503443
E. kroberts@suitsmecard.com
W. https://www.suitsmecard.com

Additional Contact(s):
kroberts@suitsmecard.com

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