



## Challenge

How do you introduce a new private student loan brand to the world and help students easily and confidently apply for a loan?

## Solution

When College Ave was launching its business, they came to Shiny with a name, a logo, and an initial ask: build a brand identity and digital experience that not only reflected its customer-centric focus, but one that would help grow business.

We reviewed primary and secondary research and came away with an understanding that what students and parents wanted the most in student loans were flexible terms and transparency. This meshed beautifully with College Ave's loans that offered a high level of customization.

To bring all that together, we created a visual identity and the positioning, "Find your perfect fit." We built a site with engaging loan configuration tools that enable people do just that. The tools distill the complexity of configuring a student loan in a simplistic way that visualizes how the choices they make affect the cost of the loan. We also pulled through the creative to digital and social ads to best reach their target audience.

## Results

The marketing exceeded the Clients acquisition goals. One interesting data point: visitors who used the configuration tools on the site were 600% more likely to apply for a loan and much more likely to be approved.

## Services

Brand positioning  
Content creation  
Information architecture

Website design  
Coding  
Application development

Banner ads  
Social ads

The team at Shiny played an integral role in defining our brand, including our color palette and voice, as well as multiple iterations of digital assets. I appreciate their approach to design and eye toward quantitative validation. They're completely invested in creating experiences and materials that not only look beautiful, but also drive results."

— Angela Colatriano

CHIEF OPERATING OFFICER (FORMER CHIEF MARKETING OFFICER),  
COLLEGE AVE STUDENT LOANS

Like to learn more? Email us at [connect@shiny.agency](mailto:connect@shiny.agency)