

Creative Lab News

[LATITUDE CREATIVE LAB | MAY 2020]
A monthly showcase of the work produced by the Latitude Creative Lab

Welcome

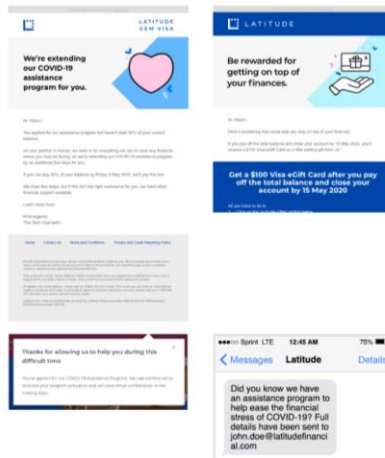
Our teams across the board continue to evolve campaigns at a rapid-fire rate due to the ongoing changes that COVID-19 has brought to the business. Whilst some members have been redeployed to assist the Operations Team, the **Creative Lab** have been busy with our COVID-19 assistance comms, Mother's Day, Cotton On and getting ready for what the new lifting of restrictions and change in seasons means for business and more **creative** campaigns.

To get in touch for a job big or small, please email our **Creative Services Manager Katie Telford**

Creative Campaigns

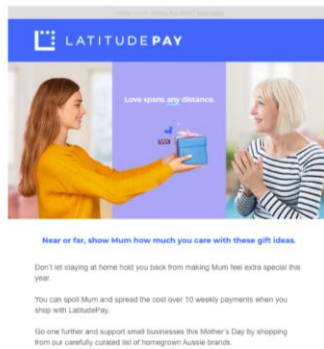
COVID-19 Assistance Programs

We joined the cross-functional team responsible for a COVID-19 assistance program to customers affected by the pandemic. Our team delivered master designs for three offers across three products and two regions, developing 38 designs in total.



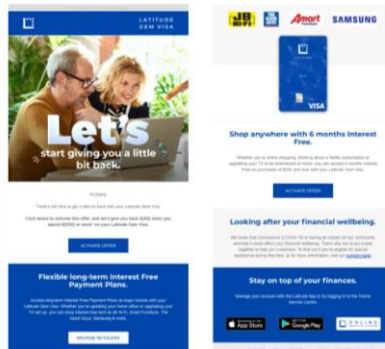
Mother's Day Campaign

The brief was to promote small business merchant offers to the LatitudePay customer base. The challenge was to frame Mother's Day in a relevant way during a time of isolation, with the insight that we can still show we care and make mum feel special without being physically present.



Give A Little Bit

This May campaign encouraged customers to shop locally and support Australian businesses through a spend-and-get offer. We delivered EDM designs for the launch, reminders and newsletters based on initial concepts by CHEP.



Social Media

Social Media Servicing Support

With the **500% increase in message volume** due to COVID-19, our team continued to support Operations by training redeployed staff, triaging and responding to messages. We have managed to reduce the social media message backlog by **64% in May**, a great effort