

BUDGET FB LEAD GEN

MALE

Name suggestions

- Mpilo
- Sfiso
- Fezile
- Mbulelo
- Teboho
- Katleho
- Gary
- Craig
- Andrew
- Louis

Option 1

Post copy [115/125] Heita! Check out how little these guys pay for their car insurance. Click below 👉 to get your personalised quote. 🚗					
	Frame 1	Frame 2	Frame 3	Frame 4	Frame 5
Creative copy	Name , 35, pays R545pm* on his 2017 Suzuki Swift.	Name , 56, pays R775pm* on his 2017 Mazda BT-50.	Name , 36, pays R820pm* on his 2017 Audi Q2.	Name , 40, pays R983pm* on his 2018 BMW 2 Series.	Affordable, 'cos you can't afford not to. *Risk profile dependent. ** Based on 2018 indep. research. Ts&Cs online. Auth FSP: 18178.
Headline	[11/40] Quote today	[18/40] This time tomorrow	[24/40] You could be paying less	[23/40] For your car insurance!	[37/40] One of SA's lowest insurance quotes**
Link description	[16/20] Budget Insurance	[16/20] Budget Insurance	[16/20] Budget Insurance	[16/20] Budget Insurance	[16/20] Budget Insurance



Option 2

Post copy [110/125] These guys know what's up! 🙌 They've insured their cars with a company that knows how to save them moola. 💰					
	Frame 1	Frame 2	Frame 3	Frame 4	Frame 5
Creative copy	He's 35 and pays R545pm* on his 2017 Suzuki Swift.	He's 56 and pays R775pm* on his 2017 Mazda BT-50.	He's 36 and pays R820pm* on his 2017 Audi Q2.	He's 40 and pays R983pm* on his 2018 BMW 2 Series.	*Risk profile dependent. Ts&Cs online. Auth FSP: 18178.
Headline	[5/40] Click	[5/40] Quote	[6/40] Switch	[4/40] Save	[/40] Affordable, 'cos you can't afford not to!
Link description	[16/20] Budget Insurance	[16/20] Budget Insurance	[16/20] Budget Insurance	[16/20] Budget Insurance	[16/20] Budget Insurance

Option 3

Post copy [125/125] Insure with a company that makes it their business to save you moola. We are one of SA's lowest insurance quotes** after all!					
	Frame 1	Frame 2	Frame 3	Frame 4	Frame 5
Creative copy	Name , 35, pays R545pm* on his 2017 Suzuki Swift.	Name , 56, pays R775pm* on his 2017 Mazda BT-50.	Name , 36, pays R820pm* on his 2017 Audi Q2.	Name , 40, pays R983pm* on his 2018 BMW 2 Series.	*Risk profile dependent. ** Based on 2018 indep. research. Ts&Cs online. Auth FSP: 18178.
Headline	[24/40] You CAN afford car cover	[21/40] With Budget Insurance	[10/40] Affordable	[28/40] 'Cos you can't afford not to	[22/40] Switch and save today!



Link description	[15/20] Stay in budget	[15/20] Stay in budget	[15/20] Stay in budget	[15/20] Stay in budget	[15/20] Stay in budget
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Option 4

Post copy [115/125] We understand your budget as well as you do. 📖 That's why these gents save on their car insurance every month. 🚗					
	Frame 1	Frame 2	Frame 3	Frame 4	Frame 5
Creative copy	Name pays only R545pm* on his 2017 Suzuki Swift.	Name pays only R775pm* on his 2017 Mazda BT-50.	Name pays only R820pm* on his 2017 Audi Q2.	Name pays only R983pm* on his 2018 BMW 2 Series.	*Risk profile dependent. Ts&Cs online. Auth FSP: 18178.
Headline	[8/40] He's 35	[8/40] He's 56	[8/40] He's 36	[8/40] He's 40	[40/40] Affordable, 'cos you can't afford not to
Link description	[15/20] Stay in budget	[17/20] Save your budget	[16/20] Switch to Budget	[16/20] Save with Budget	[16/20] Budget Insurance

FEMALE

Name suggestions

- Thobeka
- Nomvula
- Anathi
- Zintle
- Dineo
- Palesa
- Nina
- Shannon
- Janine
- Aletta



Option 1

Post copy [112/125] These ladies know exactly where to save money – they've got car insurance 🚗 that fits their budgets with Budget. 🏆					
	Frame 1	Frame 2	Frame 3	Frame 4	Frame 5
Creative copy	Name , 27, pays R513pm* on her 2018 Toyota Yaris.	Name , 27, pays R566pm* on her 2016 Ford EcoSport.	Name , 48, pays R777pm* on her 2018 Kia Sportage.	Name , 47, pays R890pm* on her 2018 Nissan Qashqai.	*Risk profile dependent. ** Based on 2018 indep. research. Ts&Cs online. Auth FSP: 18178.
Headline	[17/40] Budgeting is easy	[17/40] When your insurer	[40/40] Is one of SA's lowest insurance quotes**	[10/40] Affordable	[29/40] 'Cos you can't afford not to!
Link description	[5/20] Click	[5/20] Quote	[6/20] Switch	[4/20] Save	[16/20] Budget Insurance

Option 2

Post copy [111/125] You NEED to stay in budget 💰 but you also NEED car insurance? Do what these ladies do - insure with Budget! 🏆					
	Frame 1	Frame 2	Frame 3	Frame 4	Frame 5
Creative copy	Name is 27 and pays R513pm* on her 2018 Toyota Yaris.	Name is 27 and pays R566pm* on her 2016 Ford EcoSport.	Name is 48 and pays R777pm* on her 2018 Kia Sportage.	Name is 47 and pays R890pm* on her 2018 Nissan Qashqai.	*Risk profile dependent. ** Based on 2018 indep. research. Ts&Cs online. Auth FSP: 18178.
Headline	[37/40] One of SA's lowest insurance quotes**	[37/40] One of SA's lowest insurance quotes**	[37/40] One of SA's lowest insurance quotes**	[37/40] One of SA's lowest insurance quotes**	[37/40] One of SA's lowest insurance quotes**



Link description	[20/20] Affordable insurance	[20/20] Affordable insurance	[20/20] Affordable insurance	[20/20] Affordable insurance	[20/20] Affordable insurance
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Option 3

Post copy [105/125] These ladies got insurance tailor-made to suit their budgets.  Switch to Budget today to save your budget. 					
	Frame 1	Frame 2	Frame 3	Frame 4	Frame 5
Creative copy	Name is 27 and pays only R513pm.*	Name is 27 and pays only R566pm.*	Name is 48 and pays only R777pm.*	Name is 47 and pays only R890pm.*	*Risk profile dependent. Ts&Cs online. Auth FSP: 18178.
Headline	[17/40] 2018 Toyota Yaris	[18/40] 2016 Ford EcoSport	[17/40] 2018 Kia Sportage	[19/40] 2018 Nissan Qashqai	[40/40] Affordable, 'cos you can't afford not to
Link description	[16/20] Budget Insurance	[16/20] Budget Insurance	[16/20] Budget Insurance	[16/20] Budget Insurance	[16/20] Budget Insurance

Option 4

Post copy [125/125] Hey ladies, saving money is as easy as clicking the link below. After all, we are one of SA's lowest car insurance quotes!**					
	Frame 1	Frame 2	Frame 3	Frame 4	Frame 5
Creative copy	She's 27 and pays R513pm* on her 2018 Toyota Yaris.	She's 27 and pays R566pm* on her 2016 Ford EcoSport.	She's 48 and pays R777pm* on her 2018 Kia Sportage.	She's 47 and pays R890pm* on her 2018 Nissan Qashqai.	*Risk profile dependent. ** Based on 2018 indep. research. Ts&Cs online. Auth FSP: 18178.
Headline	[12/40] Name saves!	[12/40] Name saves!	[12/40] Name saves!	[12/40] Name saves!	[17/40] You can save too!



Link description	[16/20] Switch to Budget	[16/20] Switch to Budget	[16/20] Switch to Budget	[16/20] Switch to Budget	[16/20] Switch to Budget
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