

Cetelem in France launches a new promotional campaign to reaffirm its commitment to responsible lending.

“Cetelem’s responsible loans”, a personal loan offering that caters for the expectations of consumers



Since 2004, Cetelem, a subsidiary of BNP Paribas, the leading provider of credit to private individuals in France and Europe, has launched numerous initiatives to better inform the public about its business and its commitment to developing the company’s responsible lending policy:

- It is the only player of this activity sector to publish detailed performance indicators, including: refusal rate (32% in 2008) and the percentage of accounts fully reimbursed (98% in 2008).
- In 2008, Cetelem launched www.moncreditreponsable.com, thus creating the first non-commercial source of information devoted entirely to consumer loans.
- In June 2009, Cetelem set up the first 100% non-commercial credit information service, accessible by telephone and via the web.

In parallel, since 2004, Cetelem has chosen to increasingly focus its communication material on the promotion of responsible credit (as embodied by its green mascot). Indeed, Cetelem is convinced that developing healthy credit will play a crucial role in improving the quality of life of consumers in the long term. One example is the TV commercial in which Cetelem shows that it “also knows how to say no when it is in its customers’ interests”.

In the current economic climate, the way French people see credit has changed fundamentally and durably. Now more than ever, Cetelem is backing the emergence of a new generation of more ethical credit that caters for the expectations of consumers (see page 3).



Concept of the campaign:

Presenting Bingo Credit, a humorous caricature of all the abuses and excesses of the credit world, and comparing it with Cetelem, a responsible lender.



TV commercial

With this latest campaign, which completely discards the sector's usual codes, Cetelem is taking a new step forward. Cetelem's objective: to attract the public's attention to the sector's good and bad practices and thus invite consumers to choose Cetelem and **its responsible loans**.

A mixed-media campaign:

Starting on 28 September

On TV: a spoof commercial is being broadcast presenting Bingo Credit and its extreme sales methods. Bingo Credit's representative is interrupted by the green Cetelem mascot, which condemns such practices and invites the viewer to choose Cetelem, a leading purveyor of responsible lending.

In the press: advertising are being placed in daily newspapers and weekly magazines using the same codes as the TV commercials.

On the web: banners featuring the same codes as the TV commercials and detailing Cetelem's responsible loan offering.

In streets: "Street marketing", deliverymen on scooters (characters from the TV commercial) are riding around Paris and handing out Bingo Credit leaflets with Cetelem's "revelatory" message on the reverse side.

Starting on 21 September, this campaign was preceded, by a web campaign driven by two deliberately cynical advertising videos for Bingo Credit, shot specifically for the internet. These highly caricatured commercials present the fantastical and dubious offerings and methods of this fake credit establishment, in a style reminiscent of American shopping channels.



“Cetelem’s responsible loans”, a personal loan offering that caters for the expectations of consumers:

Cetelem’s responsible loans are personal loans based upon:

1° competitive pricing that opens access to loans to as wide a public as possible:

- **An annual percentage rate of 3.9%** when paying back € 5,000 or more over a period of **up to 24 months**, i.e., monthly repayments starting from €216.75, not including optional insurance.
- For car and home improvement loans, **an annual percentage rate of 5.5%** when paying back €10,000 or more over a period of **up to 48 and 60 months** respectively, i.e., monthly repayments starting from €231.97 and €192.17 respectively, not including optional insurance.

2° services aimed at securing financing:

- **A personalised budget statement** at the end of the first 6 months of repayments, so as to revise the monthly repayments if necessary (these may be reduced or increased, and full or partial early repayment may also be considered).
- Cetelem’s promise of **“satisfaction or your money back”**. This allows customers to cancel their contract within two months of financing being authorised and covers all personal loans at promotional rates taken out before 15/12/09, without the need for justification and upon simple request. To do so, they can simply pay back the principal borrowed minus interest and, if applicable, the insurance premiums payable and settled over the period (on condition that these payments have been received).
- Permanent access to the www.moncreditresponsable.com website, a groundbreaking non-commercial credit information service launched by Cetelem.
- High-quality (optional) **insurance**: death, incapacity and unemployment.

Thus, Cetelem is able to respond to the demands of French consumers when it comes to credit access and transparency. A “Cetelem / Ifop” study conducted in June 2009 showed that 70% of French people believe it is too easy to obtain a loan and that loan providers are too complacent, 73% believe there is a lack of transparency on the part of these companies and 93% think credit is too costly for those who need to use it.

With its responsible loans, Cetelem intends to meet the expectations of customers in every possible way.

Press contacts

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About Cetelem and BNP Paribas Personal Finance.

BNP Paribas Personal Finance, which operates under the Cetelem brand, is the number 1 provider of consumer credit in France and Europe: car loans, point-of-sale credit, personal loans, credit cards, mortgages, etc.

With over 30,000 employees in 30 countries on 4 continents, BNP Paribas Personal Finance is the first multi-specialist firm with the ability to offer a complete range of credit products.

It is also a leading player in the area of responsible lending. In France, Cetelem has launched the first 100% non-commercial credit information service aimed at all French consumers, whether or not they are customers of Cetelem.

For further information visit: www.moncreditresponsable.com