

Goal Financial

Situation Goal Financial is the 9th largest holder of student loans, providing over 199,000 students and their parents with \$7.2 billion in financing solutions for college and beyond. Goal has differentiated itself from traditional lending companies by reaching out directly to students with a wide array of financing solutions and resources early in the college planning process. Goal has more recently added a full range of online tools and resources to offer a total planning solution.

Largely unknown brand because in the past it has marketed through subsidiary marketing centers in a “direct-to-consumer” approach. The company is now expanding its marketing and branding efforts.

Solution The Design Channel was hired by Goal Financial to develop a brand aesthetic and messaging for a wide range of its advertising and marketing materials including a suite of corporate collateral materials, print advertising and trade show materials. TDC will also develop marketing and advertising materials for Goal’s subsidiary companies, Scholarship Experts and eStudentLoan.com. According to Goal’s Vice President of Marketing, Matt Pinderski, “I worked with TDC in a previous position and was impressed by their understanding of the branding process. I am confident in their ability to communicate Goal’s unique approach to our various audiences in a relevant and compelling manner.”

Our positioning and branding approach focused on students and their aspirations for getting a quality education. The “aspirational” concept came from Goal’s mission to break down barriers for higher education and aligns their name “Goal” with the aspirations and goals of every prospective student.

Result Although this is still a work in progress, the aspirational branding has been successful in differentiating Goal in the marketplace and the ad campaign has generated significant web site visits.

We are currently extending the positioning and branding to their business-to-business channel by creating communications material for FAAs and their direct-to-consumer channel by developing packages for their direct marketing program.

- o positioning and tagline
- o branding guideliness

Goal Financial expands access to higher education by reaching out directly to students and their parents with a wide array of financing solutions and resources early in the college planning process. Through this groundbreaking approach and personalized service students can explore and connect with more opportunities to make one of their most important decisions one of their most informed decisions.

We help open the door that opens so many others.

Research Modes Used:

One-on-one Interviews

Focus Groups

Competitive Brand Benchmarking

goal: open doors





**We're helping open the door
that opens so many others**

You want to make things happen. That's part of the reason you're getting another degree. And that's why Goal is committed to giving you more choices and therefore, more control of the education financing process. In addition to a wide range of affordable financing solutions, we offer online tools to help you pursue your law degree. Loan Consultants further simplify education financing by walking you through the entire process. This innovative approach has helped us become the 9th largest holder of student loans, providing over 199,000 students and their parents with financing solutions for college and beyond. You might say we're putting the "assistance" in financial assistance.

Visit www.goalfinancial.net/hobsons or call 866-680-4095 to see how we can help you reach your goals.



**Expanding access to education.
Creating opportunities in life.**

That's part of the reason you're going to college. And that's why Goal is committed to giving you more choices in the college planning process. In addition to a wide range of affordable financing solutions, we offer online tools to help you plan and pay for college. Our bilingual Loan Consultants further simplify education financing by walking you through the entire process. This innovative approach has helped us become the 9th largest holder of student loans, providing over 199,000 students and their parents with financing solutions for college and beyond. You might say we're putting the "assistance" in financial assistance.

Visit www.goalfinancial.net/hobsons or call 866-680-4113 to see how we can help you reach your goals.



**Expanding access to education.
Creating opportunities in life.**

You want to experience life to the fullest. That's part of the reason you're going to college. And that's why Goal is committed to giving you more choices in the college planning process. In addition to a wide range of affordable financing solutions, we offer online tools to help you plan and pay for college. Our Loan Consultants further simplify education financing by walking you through the entire process. This innovative approach has helped us become the 9th largest holder of student loans, providing over 199,000 students and their parents with financing solutions for college and beyond. You might say we're putting the "assistance" in financial assistance.

Visit www.goalfinancial.net/hobsons or call 866-582-3146 to see how we can help you reach your goals.



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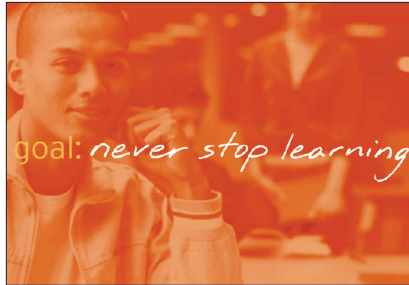
Visit www.goalfinancial.net/hobsons or call 866-582-3148 to see how we can help you reach your goals.



- o portfolio folder
- o data sheet
- o collateral brochures




- o trade show materials
- o trade show booth



goal: never stop learning

SUPPORTING OUR SCHOOL PARTNERS



...ieve a one-on-one approach is the
...approach to financial assistance.
...ought you'd approve.

As the 9th largest holder of student loans, Goal Financial, LLC has provided over 900,000 students and their parents with \$72 billion in affordable education financing solutions. In other words, access to college and beyond. We offer a full range of products, including Federal PLUS and Stafford loans, Alternative loans and Federal Consolidation loans. To demonstrate our long-term commitment to our borrowers, we have never sold a loan, but hold them throughout their entire life.

Just as importantly, we take a highly personalized one-on-one approach to the education financing process. Every customer is assigned a dedicated Loan Consultant to walk them through the entire financial aid and student loan application process. We also provide students access to our full suite of online tools for finding scholarships, college test prep and more. Plus, our Academic Service Representatives work directly with financial aid and efforts to answer questions and ensure loans are processed efficiently. It's just one more way we're putting out the "assistance" in financial assistance.

Providing exceptional service to our school partners

Our team of Academic Service Representatives is dedicated to providing the answers and support you need to help your students. Whether resolving application problems or providing literature, our team of representatives is only a phone call away. While we're always looking for new ways to serve you, our team's current services include:

- Working with you to customize our programs to your school's unique processing requirements
- Obtaining loan status information and answering any questions regarding applications
- Providing Debt Management and Exit Counseling seminars on campus to further educate your students on responsible repayment
- Offering literature about our programs

Bringing a personal touch to the education financing process

At Goal, we realize how overwhelming the education financing process can be. That's why we assign every student their own personal Loan Consultant to guide them through the entire process—from application to approval. Each Loan Consultant is trained to explain student loan options, select the loan that best fits the student's needs and guide them through every step of the application process. We are also available seven days a week to answer any questions.

Giving students the tools they need to achieve their dreams

Goal's commitment to helping students access education goes beyond financial assistance. We also provide a valuable set of online tools for prospective students and their parents. These tools include an online scholarship database, college test prep and extensive information on colleges and the college search process. It's all part of our effort to provide access to the resources that make higher education possible.

Providing access to education through affordable financing

Goal Financial provides a full suite of loan products to help families meet the rising costs of education. In addition to these loans, we offer several Private Loans as borrowing options. Our wide array of financing solutions include:

- Federal PLUS Loans
- Federal Graduate PLUS Loans
- Federal Stafford Loans
- Federal Consolidation Loans
- Private Consolidation Loans
- Alternative Loans

In partnership with Goal, industry-leading parent and servicers manage our \$72 billion in loan volume.



GOAL FINANCIAL

Providing exceptional service to our school partners

Our team of Academic Service Representatives is dedicated to providing the answers and support you need to help your students. We offer a comprehensive range of **Debt Management Services** for your students, including:

- Default Prevention Seminars
- One-on-One Counseling
- Lunch-and-Learns
- Exit Counseling
- Assistance Completing Federal Forms
- Private Loan Guidance

Contact the experts at Goal Financial today.

1-800-555-5867
www.GoalFinancial.net

GOAL FINANCIAL
1077 Woods Street, Suite 100
Los Angeles, CA 90015

Online resource for a complete listing of the Guarantee Agencies we partner with in your area

: be the best

"Without the my loan Consultant at Goal, I wouldn't have been able to make sense of the financing process. I was so confused, but she put me at ease and helped me through the entire process."

— Incoming Freshman

: independence

"I wasn't even aware of the difference in how Goal's program worked. I was so confused, but she put me at ease and helped me through the entire process."

— Goal Student



GOAL FINANCIAL

goal: never stop learning

Providing affordable financing solutions

- Federal PLUS Loans
- Federal Graduate PLUS Loans
- Federal Stafford Loans
- Federal Consolidation Loans
- Private Consolidation Loans
- Alternative Loans

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— Incoming Freshman

Expanding access to higher education

- The 9th largest holder of student loans
- Partner with some of the industry's leading servicers and guarantors
- Taking a one-on-one approach to financial assistance

"My Loan Consultant at Goal was great. She explained everything about the financing process and the loan options and answered all my questions."

— College Sophomore

dream big

independence

be a leader