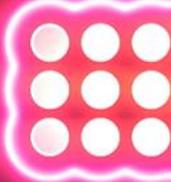


The background features a blurred financial candlestick chart with blue and orange bars and a red trend line. The overall color palette is dark with orange and red highlights.

FINANCE *FORWARD*

 **Powered**



As consumers worry about job security, financial security and impacts on superannuation, many are taking conservative action to help keep a closer eye on finances.

Brands have a real opportunity to offer guidance, help and information to consumers about cost savings, relief or other measures to help alleviate financial stress.

Introducing **Finance Forward – Powered by Nine.**

1 in 2 of Nine's audience are taking measures to save, especially **P18-55 (65%)**.



A man with short grey hair and a beard, wearing a grey scarf and a dark jacket, is looking down at a newspaper he is holding. The background is a brick wall.

STAYING INFORMED ON THE ECONOMY

The nation is facing an extremely challenging economic situation and Australians are looking to trusted sources of news and information to stay informed on the state of the economy and how this will impact their financial future.

A man with short brown hair, wearing a striped shirt and a dark apron, is looking at a document on a table. He is in a kitchen or workshop setting with a window in the background.

UNDERSTANDING COVID-19 IMPACT

Consumers are open to factual information to help them better understand the financial implications of the current pandemic.

More than ever before consumers want to understand how government and businesses are supporting their personal financial security.

A man and a woman are sitting together, looking at a document. The woman is smiling and pointing at the document. They appear to be in a professional or office setting.

LOOKING FOR FINANCIAL GUIDANCE

From Job Keeper and Job Seeker to childcare subsidies and Superannuation there is a lot to understand and consumers are looking for financial guidance to make it easier to understand and to also inform their financial decisions.

HOW IT COMES TO LIFE ACROSS NINE



TELEVISION

MASS AWARENESS

30" Finance Forward TVC

Created by Nine's Powered Studios that provides practical information on making smart financial decisions for the future

Finance Sponsorships

Align with relevant finance updates across Today Show, ACA and Nine News



DIGITAL

EXTENSIVE REACH

9Honey You

Branded Experience focused around "Money matters" – with a series of native articles that enable everyday Australians to make smart decisions and feel financially secure, creating a rich and engaging environment 100 per cent owned by the client.



PUBLISHING

CONSIDERED INFLUENCE

Money Section

"Balance your future" native series, targeting SMBs and a high-income audience seeking expert-backed advice to renew their sense of security about their future portfolios, with the ability to extend into print.



RADIO

ENGAGED AUDIENCE

60" Vignette Series

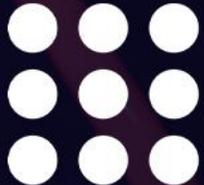
Featuring finance guru Scott Haywood* or station voice over, offering tips on maintaining financial health through this unsettling time and beyond.

Webinar series with Brooke Corte

A content rich, talent-led opportunity, giving client ownership around the money conversation within their relevant field of expertise

Supporting finance sponsorships



 **Nine**

nineforbrands.com.au