



Productive Escape Pitch 2022



Our vision is to be the leading digital bank and payments partner with the mission of **helping people spend smarter, manage debt better and save more so they achieve a brighter financial future.**

We focuses on **younger customers, like college students, with only minimal to no credit history.**

We are ranked **best for overall customer satisfaction**

We are the **third largest credit card brand** in the U.S. based on the number of cards in circulation, behind Visa and Mastercard, with 57 million cardholders

Past Campaigns: Something brighter (quirky videos 2022) and Discover x Spotify





The Sims 4 is **the ultimate life simulation game**—create unique characters, build dream homes, and let chaos unfold.

There are **more than 10 million players active** The Sims 4 players.

The average Sims player is **18-34 years old**.

EA saw a 40% year-on-year growth in Sims 4 players even though the game launched five years ago.

Over the past 12 months, Google searches for The Sims 4 obliterate those for other big EA titles. There are more searches now than there were when the game first launched.

Sims is **9th best selling pc game of all time**



Past Partners: H&M, IKEA, Diesel, Moschino, MAC, Gucci, Depop





The Overlap

- Gaming can be intimidating to a casual gamer, finance can be intimidating for young people without experience
- Sims helps people live the lives they imagine, Discover can help you get there in real life
- Brand Personalities: Quirky, Friendly, Supportive, Fun





Insights

FINANCIAL LITERACY

Gen Z is the least financially literate group

They are **hesitant to take on debt at all**, but still need ways to build credit for the future

ESCAPISM

46% of respondents use gaming as escapism

However, there are two types of escapism when it comes to gaming...

Self-suppression is running away from unhappy thoughts and emotions
Self-expansion as seeking new skills, relationships and positive thoughts.



You

You have the opportunity to get fresh content to attract new and current Simmers, provoke conversation on gaming mental health, and help your audience be exposed to important segments of life early on.




We have the opportunity to get exposure to our target audience in an appealing and approachable way for brand recognition and visibility at an impressionable time. Incorporating fun into their exposure into finances will ease the pressure.

Us





Strategy



Get Gen Z who play Sims to achieve financial goals (inside and outside of the game) like spending smarter, managing debt, building credit and saving by providing them a safe space to practice financial literacy with a trustworthy partner because adulting is hard and we want to help.





PRODUCTIVE ESCAPE

**Using Sims as a fun introduction to
financial literacy.**



Executions

01

Social Media Teasers

Sims drops teasers frequently. Sims fans engage consistently. Spark conversation around escapism...

02

#Cancel Motherlode

Motherlode won't work... Every time someone tries to use it they will get a message challenging them to not use it for the week...

03

Influencers

Having the popular Sim Influencers on board ahead of time will help us guide the conversation on financial literacy and escapism

04

In Game Links

Providing real life answers to the questions the game prompts when it comes to financial literacy

05

Banner Ads

Getting exposure to our campaign through websites for young adults looking for answers about finances

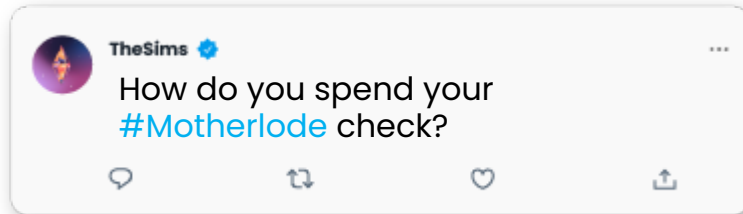


Twitter following:

Sims: 2.5 M

Discover: 104.8K

Sims already has engaging followers, let's use it to spark some conversation.





The Sims

How do you spend your
[#Motherlode](#) check?



...



Discover

There aren't any financial consequences in
[@TheSims](#)...might as well figure it out in the
game so it's easier in the real world.



...



The Sims

Adulting is hard, we are here as a
[#ProductiveEscape](#)



...



The Sims

[#CancelMotherlode](#)



...



The Sims

[#ProductiveEscape](#) = Financial
planning the fun way



...



Discover

[#CancelMotherlode](#) is full force but don't
worry we are here to help you build that
million dollar house.



...

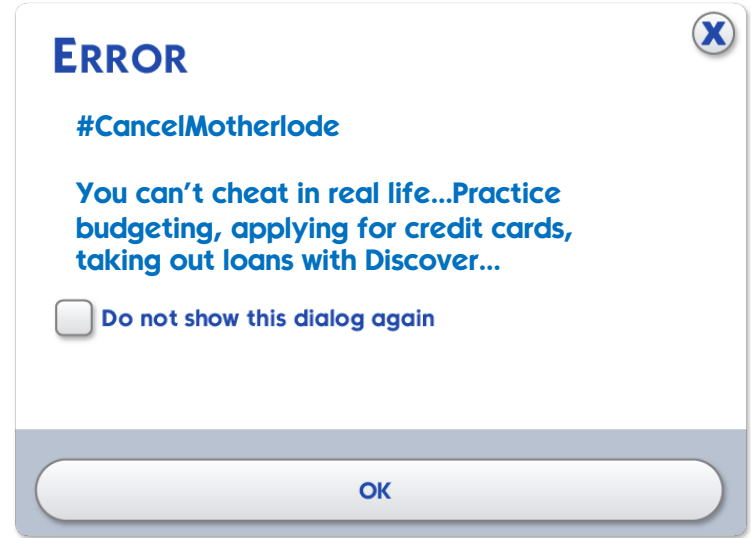
→ #CancelMotherlode

For a week, motherlode won't work...

Introduces budgeting tips, credit checks when purchasing a new house, payment options for University, the process of getting a credit card,

The Sims 4 with 358,400 monthly searches for cheats ranked **#2 Game with the Most Cheaters**

Motherlode is Sim's most Iconic Cheat code
(According to The Gamer)



ERROR



#CancelMotherlode

You can't cheat in real life...Practice budgeting, applying for credit cards, taking out loans with Discover...

Do not show this dialog again

OK

FOCUSED

\$58,106

PAUSED

Sun. 8:52 PM

Filter Items...

Select All

Multiselect: **On**

Sort By: Filter

Favorite

Sell



Building a house
#CancelMotherlode Edition

81K views • 1 day ago



Budgeting Tips (inside & outside of the game)
#ProductiveEscape Edition

CC



Sims Cancelled
Motherlode?? How I feel...

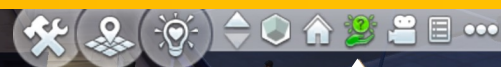
188K views • 2 weeks ago



Shopping for Clothes
#CancelMotherlode Edition

308K views • 11 months ago

- YouTubers like James Turner, lilsimsie, Deligracy, and Vixella rack in hundreds of thousands of views for their videos.
- Having the popular Sim Influencers on board ahead of time will help us guide the conversation on financial literacy and escapism



DISCOVER BUDGETING APP



#PRODUCTIVEESCAPE

INCOME

\$3,450.00

TOTAL EXPENSES

\$3,050

TOTAL SAVINGS

\$400.00

SAVINGS

40%

\$160

EMERGENCY

25%

\$100

DEBT PAYOFF

20%

\$80

OTHER GOALS

15%

\$60

TOTAL

100%

\$400

LEARN MORE ON [DISCOVER.COM](https://www.discover.com)



FOCUSED



\$3,106



Sun. 8:21 PM



Filter Items...


Multiselect: **Off**

Sort By: Filter

Drag here to sell



MY HOME PACKS KITS

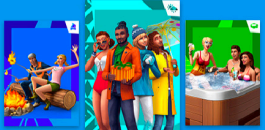
 What's new, taylormurdo?



SEE WHAT'S NEW IN SPA DAY




MADE BY SIMMERS LIKE YOU



NEW SEASON, NEW SALES!
Get up to 50% off on select The Sims™ 4 packs!

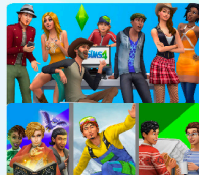
[SHOP NOW](#)



DISCOVER FINANCIAL
Here for you inside AND outside of the game!

[LEARN MORE!](#)

Stuff You Might Like



It's a Major Update!

What's new with us? Read about our latest update.

Bundle and Save

Pick an Expansion Pack, Game Pack, and Stuff Pack to bundle for an amazing discount!



Discover More Scenarios

Visit the Scenarios Hub to learn about current and past scenarios, and to get info on how to play them.

The SIMS 4



Resume

Limbo is the decision between Resume and New Game.



Play Scenario



Load Game



New Game



Gallery



Options



Version 1.92.145.1230 • View most recent patch notes • Discuss The Sims 4 and learn more on The Sims 4 forums

Banner Ads

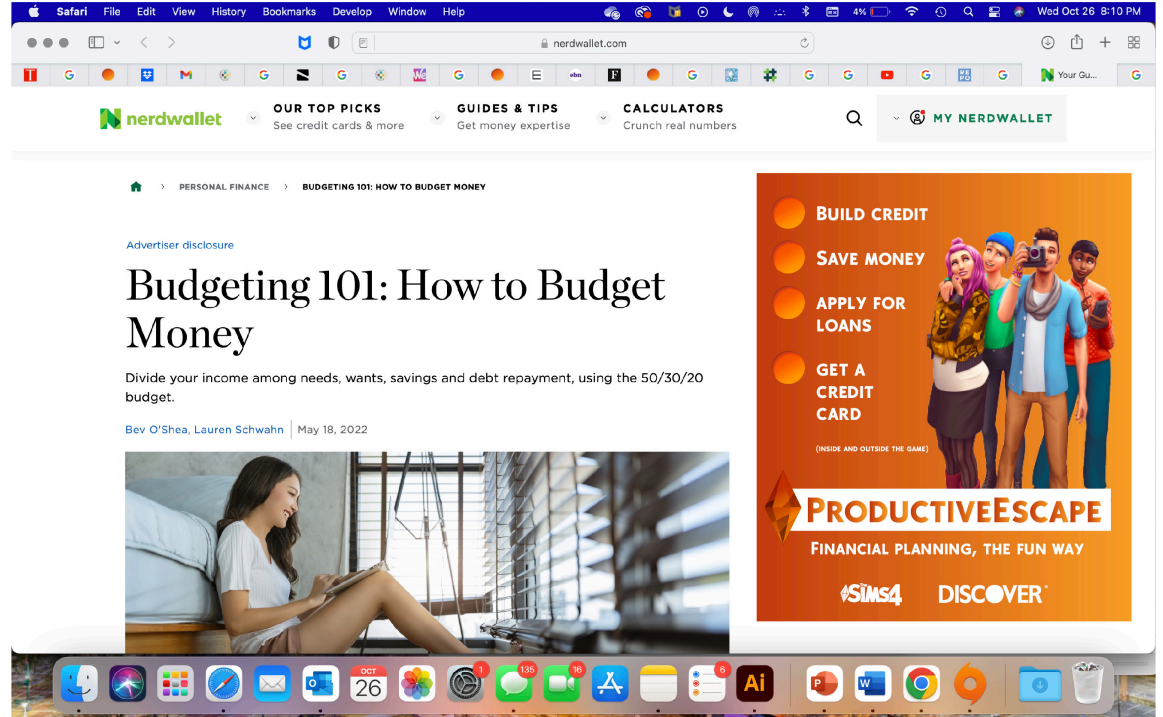
Websites that cater to people searching for beginner finance tips

nerdwallet.com – provides clarity for all of life's financial decisions.

bankrate.com – Guiding you through life's financial journey

thebalance.com – experts provide clear, practical advice on managing your money.

Bloom App – educational investing for teens



The image is a screenshot of a web browser displaying the website nerdwallet.com. The browser's address bar shows the URL "nerdwallet.com". The website's navigation bar includes "nerdwallet", "OUR TOP PICKS", "GUIDES & TIPS", "CALCULATORS", and "MY NERDWALLET". The main content area features an article titled "Budgeting 101: How to Budget Money" by Bev O'Shea and Lauren Schwahn, dated May 18, 2022. The article's sub-headline reads "Divide your income among needs, wants, savings and debt repayment, using the 50/30/20 budget." Below the article is a photograph of a woman sitting on a bed reading a book. On the right side of the page, there is a large orange banner advertisement for "PRODUCTIVE ESCAPE" by Sims4 Discover, which lists benefits like "BUILD CREDIT", "SAVE MONEY", "APPLY FOR LOANS", and "GET A CREDIT CARD". The banner also includes the text "(INSIDE AND OUTSIDE THE GAME)" and "#SIMS4 DISCOVER". The browser's dock at the bottom shows various application icons, including Safari, Photos, App Store, Messages, Mail, Calendar, Photos, Settings, and others.

 BUILD CREDIT

 SAVE MONEY

 APPLY FOR
LOANS

 GET A
CREDIT
CARD

(INSIDE AND OUTSIDE THE GAME)



PRODUCTIVEESCAPE

FINANCIAL PLANNING, THE FUN WAY



DISCOVER

● BUILD CREDIT
 ● SAVE MONEY
 ● APPLY FOR LOANS
 ● GET A CREDIT CARD



(INSIDE AND OUTSIDE THE GAME)

PRODUCTIVEESCAPE

FINANCIAL PLANNING, THE FUN WAY





ERROR

#CancelMotherlode

You can't cheat in real life...Practice budgeting, applying for credit cards, taking out loans with Discover...

Do not show this dialog again

OK



Renovating on a budget
#CancelMotherlode Edition

217K views · 2 weeks ago

CC

DISCOVER BUDGETING APP





#PRODUCTIVEESCAPE

| | | | | | |
|----------------|--|-------------|--|------|-------|
| INCOME | | SAVINGS | | 40% | \$160 |
| \$3,450.00 | | EMERGENCY | | 25% | \$100 |
| TOTAL EXPENSES | | DEBT PAYOFF | | 20% | \$80 |
| \$3,050 | | OTHER GOALS | | 15% | \$60 |
| TOTAL SAVINGS | | TOTAL | | 100% | \$400 |
| \$400.00 | | | | | |

LEARN MORE ON [DISCOVER.COM](https://discover.com)

The Sims

#ProductiveEscape = Financial planning the fun way



Thank you!

Questions?

