

X SEO

The X Factor in Search Engine Optimisation

- [Home](#)
- [About X SEO](#)

Bell Direct launches new advertising blitz

[Add comments](#)



First Home Buyers Account Sites Bookmarked by Users Top Financial Bookmarked Sites! AU.Bookmarky.com/Car-In...
 Car Insurance Quotes QuotesOnline free Car Insurance quotes from Leading insurers www.quotesonline.com.au/Car...
 Compare Car Insurers Free car insurance quotes from leading Australian insurers greatchoice.com.au/car

[Search XSEO](#)

[Search](#)

SEO News

- [adcenter](#)
- [adobe](#)
- [advertisers](#)
- [AdWords](#)
- [affiliate marketing](#)
- [Alertbox](#)
- [Analytics](#)
- [Android](#)
- [apple](#)
- [B2B](#)
- [bing](#)
- [blogging](#)
- [browsers](#)
- [copywriting](#)
- [CSS](#)
- [Demographics](#)
- [Design](#)
- [Facebook](#)
- [Google](#)
- [html5](#)
- [Internet Marketing](#)
- [ipad](#)
- [iphone](#)
- [Keywords](#)
- [Linking](#)
- [malware](#)
- [Marketing](#)
- [Meta Data](#)
- [microsoft](#)
- [Mobile](#)
- [News](#)
- [Online Marketing](#)
- [personal](#)
- [PPC](#)
- [Reputation Management](#)
- [RSS](#)
- [Search](#)



Online trades.

Talk about great value.

Our clients all agree on one thing.
 \$15 online trades are simply better value.
[belldirect.com.au](#)

belldirect >

Bell Direct, Australia's best value for money online stockbroking company, has kicked off a major new advertising campaign designed to raise awareness and acquire new clients among frequent traders and active investors by highlighting its extremely competitive pricing and outstanding service.

The campaign, which comprises TV, online and print ads, features a new creative execution that focuses on Bell Direct's superior value offering, supported by authentic client testimonials.

VIEW THE SPOT

The primary objective of the advertising, which will run over the coming months, is to demonstrate to potential clients that Bell Direct offers better value brokerage compared with its major competitors and to encourage traders and investors to make the switch from their existing online brokers and start trading with Bell Direct.

Bell Direct CEO, Arnie Selvarajah, said: "Bell Direct came into the

online share trading market almost four years ago with a promise to challenge the big, established online brokers by providing great value service at low cost.

"Our 'better value' message has resonated strongly with investors as evidenced by our rapid growth in market share. We're now the fastest growing online broker in Australia and have increased our market share from 1% to 5% in the last year alone."

Selvarajah said that the new campaign conveys the genuine engagement that existing clients have with Bell Direct.

"We decided to use real client testimonials in our new ad campaign. It was a collaborative process where we asked our existing clients to tell us what they think about Bell Direct.

"We were inundated with fantastic feedback and used some of their comments, and to be honest we were spoilt for choice. Those comments will be used throughout the campaign to provide proof of our ability to deliver an outstanding share trading experience, and always at a low price," he said.

Testimonials from real Bell Direct clients currently used in the campaign include:

'Bell Direct has cut my transaction costs in half'

'I am phenomenally pleased with Bell Direct'

'The best rates and exceptional service'

'One of the best decisions I've ever made'

Selvarajah said the campaign had a simple look and feel which was consistent with the Bell Direct online trading experience.

"We offer our clients one of the easiest, most user-friendly online share trading experiences, and it is important that our advertising conveys that as a stand-out, uncluttered message over our competition," he said.

The new Bell Direct campaign follows the publication in March of the December 2010 Online Broking Report, from leading finance industry analysts Investment Trends. The report, which surveyed more than 6,000 active share traders, named Bell Direct "Best Value for Money" online broker.

Campaign Credits:

Strategy: endgame communications

Creative: BMA

Media: MPG (offline) ; Media Contacts (online)

Comments (0)

May 10th 2011

Uncategorized

Leave a Reply

You must be [logged in](#) to post a comment.

[Search Engine Marketing](#)

[Search Engine Optimisation](#)

[Search Engine Optimization](#)

[security](#)

[sem](#)

[SEO](#)

[SEO Tools](#)

[SEO Training](#)

[Social Media](#)

[spam](#)

[Technology](#)

[Tools](#)

[Twitter](#)

[Usability](#)

[video](#)

[wordpress](#)

[yahoo](#)

[YouTube](#)

SEO Archives

[May 2011](#)

[April 2011](#)

[March 2011](#)

[February 2011](#)

[January 2011](#)

[December 2010](#)

[November 2010](#)

[October 2010](#)

[September 2010](#)

[August 2010](#)

[July 2010](#)

[June 2010](#)

[May 2010](#)

[April 2010](#)

[March 2010](#)

[February 2010](#)

[January 2010](#)

[December 2009](#)

[November 2009](#)

[October 2009](#)

[September 2009](#)

[August 2009](#)

[July 2009](#)

[June 2009](#)

[May 2009](#)

[April 2009](#)

[March 2009](#)

[February 2009](#)

[January 2009](#)

[December 2008](#)

[November 2008](#)

[October 2008](#)

[September 2008](#)

[August 2008](#)

[July 2008](#)

[June 2008](#)

[May 2008](#)

[March 2008](#)

[February 2008](#)

[January 2008](#)

[December 2007](#)

[November 2007](#)

[October 2007](#)

[September 2007](#)

[August 2007](#)

[July 2007](#)

[March 2007](#)

[February 2007](#)

[January 2007](#)

[November 2006](#)

[August 2006](#)

[July 2006](#)

[July 2005](#)

[May 2005](#)

[March 2005](#)

[February 2005](#)

[December 2001](#)

[January 1970](#)