

VIVUS AND RUCH ADVERTISING CAMPAIGN HAS BEEN LAUNCHED

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Vivus Finance and RUCH S.A. are beginning the nationwide advertising campaign, presenting Vivus short-term loans available at RUCH kiosks and newsagent's stores. Common advertising spot focuses on the main advantages that connect Vivus and RUCH: availability and velocity.



The advertisement presents the story of a customer who urgently needs extra cash. To get it, he unsuccessfully tries his luck in games of chance such as scratch cards. The hero – Vivus comes to help him and presents the offer of the loan starter packs available off the shelf at RUCH kiosks and newsagent's stores.

Vivus starter pack contains all the necessary information and loan application. The customer can take the package home to analyze the conditions of the loan or immediately submit the application in RUCH point. To obtain a loan, basic personal data and proof of identity are required. Vivus Finance then checks the customer's creditworthiness and informs via sms about the decision to grant the loan. In the case of a positive decision, the money is transferred directly to the customer's account.

The advertisement will be broadcast, among others, in TVP, Polsat, TVN and in thematic stations. You may also watch it on YouTube channel: [Vivus advertisement at RUCH kiosks](#). The spot was prepared by the agency ARIP NEXT in cooperation with the production company D35.