

For immediate release  
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## Listen to your own advice in HomeStart's new ad campaign

Who better to get advice from, than yourself? HomeStart Finance's new creative campaign plays with this idea, with the future version of the central characters giving their 'current selves' advice about buying their dream property.

Created by Adelaide-based Showpony Advertising, the new creative campaign, "Future You" launches Sunday 25 September, and highlights that getting into your own home sooner is possible with HomeStart.

The campaign follows HomeStart's highly successful 'Jason' advertisement, also delivered by Showpony and running since 2013. 'Jason' first introduced HomeStart's 'Sooner' message, which articulates HomeStart's ability to get home buyers into their own home sooner than mainstream lenders, because of their unique means to lower upfront costs for customers.

Each advertisement begins with the current selves of the central characters standing outside a home they admire but don't think they will be able to buy for years, when their future selves suddenly appear as the new owners of the house. They explain that HomeStart was able to help them get into their home within 12 months.

HomeStart Finance's Head of Strategic Development, Andrew Mills, said Showpony Advertising was briefed to design new creative that built on the 'Sooner' messaging, and extended the target audience.

"To align with our strategic goals, the new advertising campaign needed to achieve broader awareness of our home loan products, to reach not only first home buyers, but also those seeking to upgrade or return to the market," he said.

The filming of the ads took place at private residences in the Adelaide suburbs of Colonel Light Gardens and Northgate.

The new campaign will be rolled out across TV, cinema, outdoor, YouTube, and digital advertising.

[Future You – 'families'](#) [Future You – 'working single's and 'up and comers'](#)

**Client:** HomeStart Finance

**Agency:** Showpony Advertising

**Production Company:** Mae King

*HomeStart makes home ownership a reality for more South Australians in more ways. We are a statutory authority that reports to the Minister for Housing and Urban Development. We were created in 1989 and since then have helped over 67,000 households into home ownership.*