

Company: The Audacious Agency, Australia

Company Description: The Audacious Agency are the premier award writing specialists and profile-building experts, helping entrepreneurs and business owners who are sick of being the world's best-kept secret to boldly stand out from the competition by building profiles to be visible, credible, and profitable.

Nomination Category: Achievement in Communications & Marketing (Developed for/by Women) Awards Categories

Nomination Sub Category: Achievement in Financial Products & Services Marketing

Nomination Title: The Audacious Agency: Creating a credible finance brand with an award-winning approach.



1. Specify the date on which this campaign or program was launched:

May 2024

2. Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

Total 250 words used.

To launch EFG with the credibility of an established brand and a solid reputation before they had produced results worth sharing took a specific strategy and profile-building process that could be implemented and leveraged simultaneously.

We selected awards that directly amplified EFG's core value: an innovative approach to customer service, targeting categories such as "Excellence in Innovation in Financial Industries", "Most Innovative Startup of the Year", and "Customer Service in Financial & Insurance Services", ensuring alignment with Sab's client-first philosophy.

The goal was to initiate a snowball effect, starting long before award announcements. This involved capturing and crafting compelling case studies and authentic client testimonials through interviews and transcriptions. These powerful narratives and quantitative results were formulated into stand-out award entries and supported EFG's SEO and online reputation. Crucially, this meant that leveraging awards began even before the entries were submitted, not just waiting for a result.

Assisting Sab's limited marketing resources, we provided comprehensive leveraging guides, AI prompts, and checklists to enable him to maximise every opportunity.

We immediately repurposed entry content and testimonials into diverse media, including blogs, articles for publications like Authority Magazine and Dynamic Business, and social media content.

This consistent flow of validated content ensured that EFG's reputation for exceptional service gained momentum as a nominee and finalist, transforming every stage of the awards journey into a tangible asset for brand credibility and visibility. This proactive strategy built trust and attracted new clients, proving the unique value of a stress-free mortgage experience from the outset.

3. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 163 words used.

Just 6 months into implementing the profile building strategy, EFG's brand and reputation have grown in the sector to become an award-winning, recognised broker, providing an award-winning level of client service unseen before in the industry.

Our successful marketing campaign with a start-up financial service provider, which delivers an innovative and new standard of customer service in the finance industry, built a credible brand profile with a 54% better client retention rate and 62% more referrals than the industry average.

We're not stopping now, and as Sabs' goal was never to become a massive company, but to stand out in a sea of competitors and improve the industry standards, we are continuing to leverage his wins as the snowball of brand reputation takes effect.

The supporting document shows EFG's brand awareness and includes the case studies we gathered, along with the award wins which have been repurposed into blogs, articles and social media and data to support the claims made in this entry.

4. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the nominated campaign or program - its genesis, development, planning, commission, and performance to date - OR written answers to the questions? (Choose one):

Written answers to the questions

5. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions, provide them in the appropriate spaces below:

6. Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

Total 249 words used.

Eminence Finance Group (EFG) faced a significant challenge launching into Australia's highly competitive mortgage broking industry, which handles over \$350 billion in residential loans annually and accounts for 75% of new home loans. Despite founder Sab Arora's extensive experience as ANZ's top mobile mortgage manager, EFG started from scratch, operating from a home office with no existing brand awareness or social media presence. His limited online footprint lacked a credible identity essential for breaking through in a market where building referral networks is crucial.

Driving EFG's strategic focus was the alarming industry statistic that 72% of customers feel stressed and frustrated by the mortgage process. This widespread dissatisfaction, compounded by an industry grappling with eroded public trust in the wake of the 2019 Royal Commission of misconduct in the finance industry, highlighted a dire need for renewed credibility and transparency.

The core problem was how to build a reputation for setting a new standard in customer service without a substantial client base to prove it. This presented a classic "chicken v egg" dilemma, requiring clients to validate a service promise, to attract initial clients.

The solution centred on articulating Sab's philosophy of treating others as he wished to be treated, transforming his personal ethos into the brand reputation. An award-winning approach was identified as crucial to establish much-needed trust and visibility in a highly scrutinised sector. The goal was to tangibly demonstrate the value of a proactive, stress-free mortgage experience while building a new brand from the ground up.

7. Outline the activities and concrete results of this campaign or program since the beginning of July 2023. Even if your initiative started before July 2023, limit your response to activities and results since the beginning of July 2023 250 words):

Total 251 words used.

In six months, Sab Arora and EFG collectively secured five major awards and two finalist placements, notably two Gold Asia Pacific Stevie Awards in finance excellence categories, as well as the people's choice. Alongside a Gold Titan Company Of The Year in Financial Services and a finalist in the Australian Small Business Champion Awards, he also secured the National Australian Achiever Award for Customer Service in Financial & Insurance Services - an award recognition uniquely validated by direct client interviews. These wins provide irrefutable third-party endorsement of EFG's service, a critical differentiator that Sab Arora is demonstrably 'walking the talk,' converting client scepticism into confidence

As these wins amplified EFG's brand, we gained media coverage in Broker Daily, Valiant CEO and Dynamic Business, showcasing their innovative approach. The EFG brand quickly gained credibility, contributing to rapid client growth from zero to 174 settled clients, achieving a \$91 million book value, delivering an increase of 217%.

The strategy cultivated exceptional client loyalty, with 98% retention rate (industry average is 44%) and 90% of new business coming from referrals (Industry average is 28%). Sab reported past clients "reconnected again when they saw that I'm winning these awards", directly demonstrating the campaign's success in reinforcing trust, attracting and retaining valuable clients.

It's difficult to build brand reputation fast; the results of the profile-building process we implemented for EFG highlights how a reputation can be created, and trust can be earned quickly if the power of awards can be leveraged into a snowball effect.

Attachments/Videos/Links:

[The Audacious Agency: Creating a credible finance brand with an award-winning approach.](#)

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