

‘The debt collectors’ way’

Tackling clichés with humour EOS launches viral campaign all about debt collection services

Hearing the term ‘debt collection’ makes certain images flash before people’s eyes: sinister figures in dark corners, veiled threats and frightened people. These are exactly the mental images of preconceived notions that the EOS Group hopes to counter with its viral campaign ‘The debt collectors’ way’. Using three video clips and a campaign website, the international provider of receivables management brings the topic of debt collection into the public eye. EOS does away with clichés and prejudices in a charming and informative way.

Hamburg, 15 February 2017 – ‘You know what you have to do’ – this message passed on by a husky voice on the telephone to a person in a dark parking garage launches one of the three viral spots placed online by the EOS Group. Today, the specialist for receivables management starts its viral campaign ‘The debt collectors’ way’ on Facebook and YouTube. The films address well-known preconceptions of the debt collection industry in an entertaining way and these are then refuted on the associated campaign website (www.the-debt-collectors-way.com). EOS deliberately plays with some well-known stereotypes with the aim of making the taboo topic of debt collection an objective subject of conversation.

Debt collection is an important economic service but its public perception is often very detached from reality. ‘We have produced three video spots to showcase reputable debt collection’, says Klaus Engberding, Chairman of the EOS Group’s Board of Directors. ‘Thus, we take responsibility for the professionalism of our industry.’ The unusual approach that EOS takes, is an essential element of the concept: ‘Instead of bone-dry arguments we work with charming short stories’, explains Lara Flemming, Head of Corporate



Communications & Marketing of the EOS Group. 'We very deliberately take aim right at the heart of the stereotypes and preconceptions, address and then resolve them in our films in a light-hearted, twinkle-in-the eye way.' Making 'what debt collection truly is' really clear is just one of the campaign objectives. Ms Flemming: 'The campaign should be seen as an offer of dialogue. We want to be transparent about our work, to be open and 'talk with each other, not talk over each other'.

The videos were produced under the direction of the Hamburg-based creative agency, La Red. The three videos in the 'Debt collectors' way' campaign can be viewed on the campaign website: www.the-debt-collectors-way.com

The EOS Group

The EOS Group is one of the leading international providers of customised financial services. Its main focus is on receivables management covering three key business segments: fiduciary collection, debt purchase and business process outsourcing. With just under 8,000 employees and more than 60 subsidiaries, EOS offers some 20,000 clients in 28 countries around the world financial security with tailored services in the B2C and B2B segments. Being connected to an international network of partner companies, the EOS Group has access to resources in more than 180 countries. Its key target sectors are banking, utilities and telecommunications, along with the public sector, real estate, mail order and e-commerce.

For more information please go to: www.eos-solutions.com.

You can download high-resolution press photos and further press information here: eos-solutions.com/the-debt-collectors-way

Contact for press queries:

HOSCHKE & CONSORTEN
Public Relations GmbH

Christof Kaplanek
Tel.: +49 40 36 90 50-38
Email: c.kaplanek@hoschke.de

Phil Stephan
Tel.: +49 40 36 90 50-53
Email: p.stephan@hoschke.de

Contact:

Cornelia Claußen, Senior Public Relations Consultant, EOS Holding
Tel.: +49 40 2850-1685, Email: c.claussen@eos-solutions.com