


your  **bfff**
Best Financial Friend

Unwavering support. Unmatched motivation. Unbeatable loyalty. Help from friends is indispensable as you become the best version of yourself. As you begin taking steps towards the future that you want, the Discover Student Cash Back Card is here to be your best financial friend - your BFF - that will help you learn how to build credit and always stick by your side.

Think of the Discover Student Cash Back card as a 24/7 credit Sherpa. Wherever you are, you'll never have to go it alone with access to assistance on our app, using online chat, or over the phone. As conversations with your friends transition from dorm rooms and test scores to monthly bills and everyday expenses, you'll have everything you need to remain confident and focused on your path towards financial freedom.

No two financial journeys are the same, and you will be the reason for your continued growth and success. The Discover Student Cash Back Card is just here to help along the way... while also letting the world know that you've got this. After all, friends support each other, and we're your BFF.





TAGLINES

- Your financial conversation starter
- Here with you now to grow with you tomorrow
- Never go it alone with the Discover Student Cash Back Card
- Did we just become best financial friends?
- You've never had a BFF like Discover
- Friends support each other, and we're your BFF

WAYS TO EXPAND THE CONCEPT

- Tailor ads/emails/mailers for specific expenses and targeted audiences (“Getting an apartment with your BFF” “Getting a car with your BFF” “Camping with your BFF”)
- Create an informational podcast with everyday financial advice, or how to talk finance with your friends as you enter adulthood
- Customize the online chat feature with emojis, more personal conversation topics, so it really feels like talking with a friend

