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Exhibit Design

TreasuryDirect.gov:
Building Trust in
Online Investments

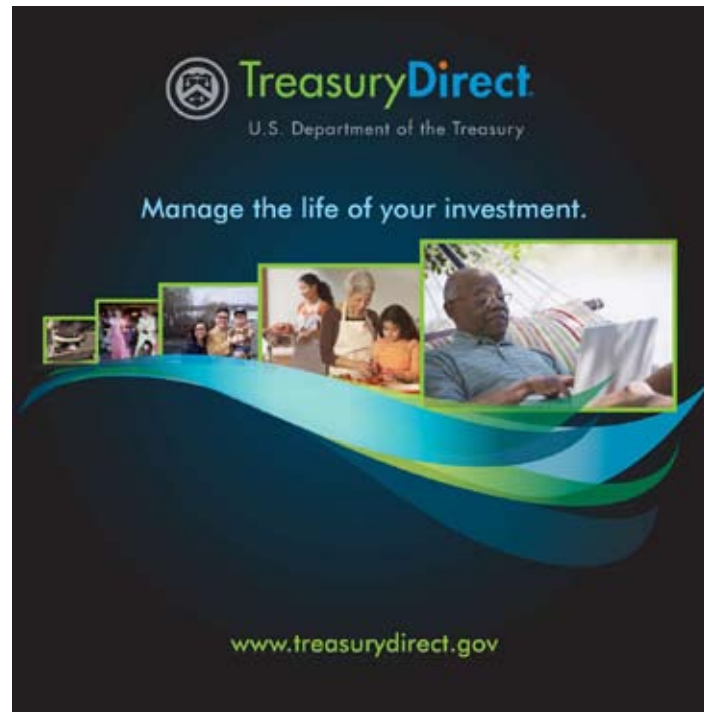
Background

TreasuryDirect.gov is the first and only financial services website for buying and redeeming securities directly from the U.S. Department of the Treasury in paperless electronic form. After investing with TreasuryDirect, customers can manage their savings portfolio online—all the time knowing the U.S. government backs their money.

The online platform offers product information and research across the entire line of Treasury Securities, from Series EE Savings Bonds to Treasury Notes. The new TreasuryDirect accounts offer Treasury Bills, Notes, Bonds, Inflation-Protected Securities (TIPS), and Series I and EE Savings Bonds in electronic form.

There is a significant group of consumers, especially senior citizens, who are not yet familiar or comfortable with online investing. They are skeptical because, in their eyes, the Internet represents a new and unreliable phenomenon.

The U.S. Treasury is building awareness of TreasuryDirect.gov, focusing on its convenience and security. As part of this effort, JDG was tasked with creating a TreasuryDirect.gov booth with four corresponding banner ups for the 2007 AARP convention.



JDG's Solution

JDG's creative team approached this project with a friendly and inviting tone in mind. Based on research and client feedback, we concluded that our target audience, investors ages 40-70, would respond to lifestyle and family images. After all, investments in U.S. Savings bonds are often gifted from one generation to the next.

The booth's central space was 20 feet long, which gave the designers an opportunity to work with a large space. We took advantage of the wide canvas with a design that utilized a series of photographs—from vintage to contemporary—to form a visual timeline.

The timeline effect created a sense of nostalgia and subtly called out the benefits of passing on legacy to future generations. In addition, bold sweeping graphic elements in

the TreasuryDirect colors produced a sense of movement through time with a modern, high-tech aesthetic. The headline "Manage the life of your investment" tied all these themes together without conveying an aggressive sales pitch.

The banner ups were consistent in look and feel—showing different generations using laptops in comfortable settings—and highlighted investment figures, such as current interest rates.

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