



2025 FCS Awards

Better Money Habits® BDG Media Content Partnership

Branded Content With Media Partner Submission

2026

GROUPECONNECT

MEDIA CONTENT PARTNERSHIP

About the Program

Better Money Habits® is aiming to grow its reach with Gen Z through a partnership with BDG (Bustle & Elite Daily).

In collaboration, we have developed a multi-channel strategy integrating compelling editorial content, organic social and display media to drive high-impact traffic to and engagement within the BMH site.

LIVE
SEPT. 10
THROUGH
DEC. 19

Goals

Primary: Drive site traffic to BMH and increase engagement on site

Reach a wide and active Gen Z audience

Seamlessly align with relevant financial content that our audience is already consuming

Program Elements

- Display banners surrounding new & existing BDG articles
- Display banners surrounding BDG emails & newsletters
- Custom branded premium features
- Custom branded mobile interscroller units
- Cross-platform marquee units
- Branded organic Instagram stories

Media Units

Unit 1: 35% of Gen Zers say life costs more than they expected.*
What would you like the power to do?®
Get Savings Tips

Unit 2: Launch your fiscally responsible era.
What would you like the power to do?®
Budget Like a Pro

Unit 3: Give your credit score a glow-up.
What would you like the power to do?®
Get Credit Tips

Organic IG Stories

Landing Page Examples

Premium Feature Dedicated Emails

JULY 29, 2025
Bustle/Daily



Why You Might Be Overspending & How To Get The Habit In Check

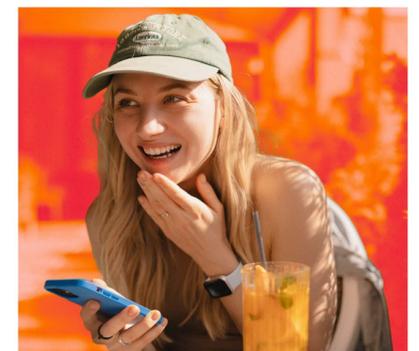
We've all been there... Modern life gets you down, making you want to drop mindless coin for the sake of self-care. And sure, those little purchases might feel harmless in the moment — or *dare say essential* for your mental health — yet they really add up to a jump-scare when it comes time to check your bank account. But plot twist: you are *not* powerless in the face of living costs or spending habits. From sticking to a budget to approaching social spending pressures more mindfully, a few simple lifestyle shifts will set you up for financial peace of mind... without robbing you of that "treat yourself" spark.

[Learn More](#)

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Elite DAILY



Moving To The City After College? Here's How To Afford It

Congrats on landing that first real-world job and dream city apartment! But here's the reality check: nobody prepared you for: Over half of Gen Z says they don't earn enough to live the life they want. Between sky-high rent and those viral workout classes everyone's obsessing over, your paycheck disappears faster than your motivation to meal prep. The good news? You don't need an influencer salary to enjoy city life — you just need a budget that actually works.

Read our guide to putting together a budget that works for you, and learn how a little math goes a long way toward affording those espresso martini brunches without the financial anxiety.

[LEARN MORE](#)

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Thank you