

A BILLION DOLLAR AFFAIR **NEW ZEALAND**

CATEGORY **FINANCIAL SERVICES** | AGENCY **OGILVY** | CLIENT **RABOPLUS**



PRESENTER
SIMON LENDRUM
 Client Services Director,
 Ogilvy, New Zealand

Simon joined BMP DDB London in 1995, working across a wide range of accounts including Vodafone, Barclaycard, Budweiser, and the Guardian newspaper. In 2004 Simon left BMP and moved to New Zealand, joining Ogilvy as Client Service Director responsible for their brand division.



PRESENTER
MICHAEL PRENTICE
 Head of Planning, Ogilvy,
 New Zealand

For over 20 years, Michael has worked in the advertising industry in media, management and strategic development roles, and has won Effie awards for brands as diverse as Wendy's Old Fashioned Hamburgers, Kiwibank, RaboPlus, Arnott's Tim Tams, Cuisine Magazine. He has also been a Cannes Media Lions Judge.

CAMPAIGN SUMMARY

In a cluttered New Zealand banking sector, costs of entry are high. With strong customer satisfaction, Rabobank faced the problem of building awareness outside of their existing reputation as a rural community bank, and positioning a new online savings-only product. Online banking is nothing new in New Zealand so a fresh approach was needed.

The agency created a unique brand based on the 'opportunist' nature of the audience through a clear, simple and differentiated strategy. Creating the sense of a flirtation, the single-minded proposition, 'the bank you have on the side', promoted promiscuity in the banking sector. This allowed the target audience to realise they needn't feel 'stuck' in their existing bank relationship, nor did they need to throw it away.

By positioning RaboPlus as 'your significant other...bank', there was a sense of trust, scale and security resulting in the brand attracting a steady relationship with thousands of Kiwis, with deposits in excess of \$1.3 billion.

CLIENT CREDITS

- MIKE HEATH
General Manager
- TRISH BAKER
Offline Marketing Manager
- CAMPBELL HAWKINS
Online Marketing Manager

AGENCY CREDITS

- JEREMY TAINE
Executive Creative Director
- SIMON LENDRUM
Client Service Director
- PETRA SKORIC
Account Manager
- MICHAEL PRENTICE
Head of Planning



7.35% p.a. on call

RaboPlus.co.nz

Your significant other bank



Our disclosure statement is available on www.RaboPlus.co.nz.
Interest rates are subject to change. No investment is absolutely safe or free from risk.

TVC