

A shirtless man is captured mid-air, jumping into a calm lake. His arms are outstretched, and his legs are bent. The background features a range of green, forested mountains under a clear sky. The water is a deep teal color, reflecting the surrounding landscape.

SUMMER CAMPAIGN

#mojgeorge

Laura Letašiová & Nina Varhaníková

CAMPAIGN GOALS

01

MAKE SLSP
ATTRACTIVE TO
YOUNG PEOPLE
IN 15-26
CATEGORY

02

CHANGE BRAND
PERCEPTION

03

RAISE N. OF
NEWLY OPENED
ACCOUNTS

INSIGHTS

SLSP DOES NOT COMMUNICATE TOWARDS
YOUNG PEOPLE EFFICIENTLY.

THEIR OVERALL COMMUNICATION AND
CAMPAIGNS ARE SET UP FOR YOUNG ADULTS
PLANNING LIFE EVENTS SUCH AS HOME
PURCHASE AND MARRIAGE.


OR THEY COMMUNICATE TOWARDS FAMILIES
AND PARENTS.

INFLUENCERS THEY USE ARE GENERALLY
UNKNOWN OR IRRELEVANT FOR YOUNG.



COMMUNICATION EXAMPLES

slovenska_sporitelna



George je *sloboda*


A MILIÓN DOBRÝCH VEČÍ V JEDNEJ APKE

1 096 ľuďom sa to páči

slovenska_sporitelna S Georgeom môžeš bankovať doma z postele aj z opačnej strany planéty. 🛏️🌍 Užívaj si s ním slobodu a milión iných dobrých vecí kdekoľvek práve... viac

Pred 4 dňami

slovenska_sporitelna



Chcem **BYT** s tebou navždy!


Vybaviť hypotéku online

1 054 ľuďom sa to páči

slovenska_sporitelna Chcete byť spolu na Valentína, na Vianoce a aj počas obyčajného vikendu za každých (aj pandemických) okolností? ❤️ Potom prišiel čas... viac

14. februára

slovenska_sporitelna



George Moneyback

526 ľuďom sa to páči

slovenska_sporitelna Vyskúšaj novinku George Moneyback v praxi a užívaj si výhodnejšie nákupy v takmer 70 obchodoch. 😊 Vyber si z množstva zaujímavých... viac

14. apríla

SEARCH

SEARCH DOES NOT COMMUNICATE THE MAIN ADVANTAGES SUCH AS 60 EUR REWARD FOR ACCOUNT CREATION AND MONEYBACK.

OUR COMPETITORS COMMUNICATE THESE BENEFITS AND POTENTIAL CUSTOMERS APREHEND THE BENEFITS AND SEARCH THEM THAT WAY.

E.G. „STUDENSKY UCET 30 EUR“, „STUDENSKY UCET 30 EUR CSOB,,.

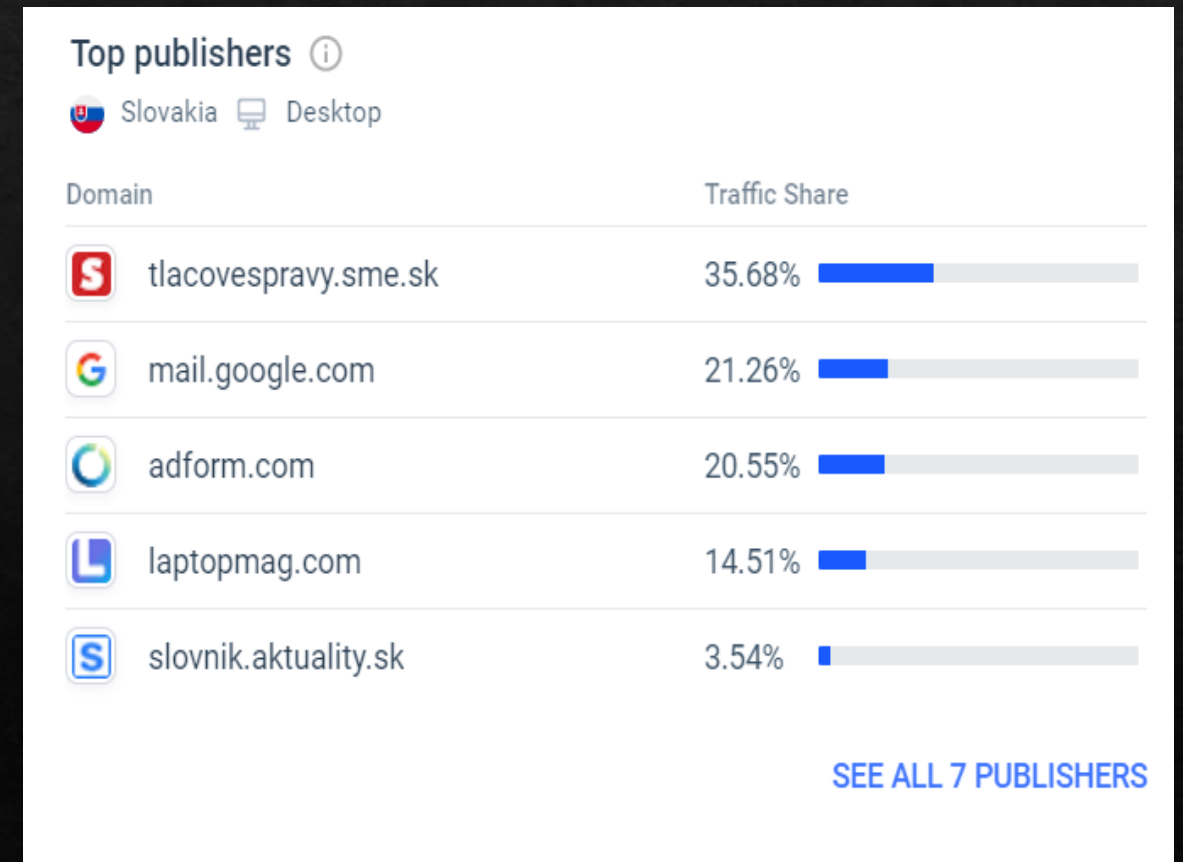
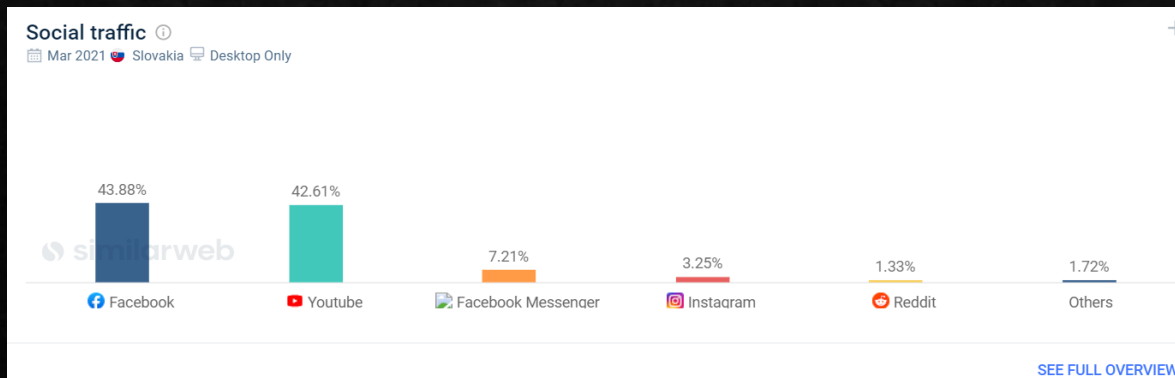
The image shows a screenshot of a Google search results page for the query "ucet pre studentov". The search bar at the top contains the text "ucet pre studentov" and shows "About 6,980,000 results (0.53 seconds)". Below the search bar, there are navigation tabs for "All", "Images", "News", "Videos", "Maps", and "More", along with "Settings" and "Tools". The search results are listed as follows:

- Ad** · <https://www.tatraacademy.sk>
Študentský účet od Tatra banky - Bonus 30 € pre každého
Investuj do svojich snov. Dôležité je začať. Začni s 30 € k novému Študentskému **účtu**. Stiahni si appku Tatra banka a otvor si **účet** za pár minút. Bez poplatku za jeho vedenie.
Ako si otvoriť účet?
Jednoducho a za pár minút.
Cez appku alebo v pobočke.
Výhody Študentského účtu
Plat' štýlovo mobilom alebo posielaj peniaze cez Viamo.
- Ad** · <https://www.sisp.sk>
Space účet pre študenta - Od SLSP a bez poplatkov
Platenie mobilom cez Google Pay alebo Apple Pay a šikovná apka George. Najviac bankomatov. Ty ešte nemáš **účet**, s ktorým sa dá platiť mobilom? Založ si ho u nás úplne...
📍 20 locations nearby
- Ad** · <https://www.vub.sk>
Študentský účet | 30€ grátis | Účet pre mladých s 30€ bonusom
Otvor si študentský **účet** Online, vlož na šetriaci 30€ a my ti ďalších 30€ doložíme grátis
- Ad** · <https://www.raiffeisen.sk> › paradnyucet
Získajte k účtu odmenu 30 €. - Chcete 30 €? Získajte ich.
Parádny **účet** je teraz ešte parádnejší. Otvorte si ho aj s Rezervou a odmena 30 € je vaša.
- <https://www.vub.sk> › Produkty › Účty › Translate this page
Účet pre mladých 【fejm】 zadarmo. S dôrazom na ...
Získajte bonus 30€ s bezplatným účtom FEJM pre mladých od VÚB. Začnite dieťa vzdelávať vo financiách ✓ Nastavenie limitov ✓ Vysoká bezpečnosť ...
Bezplatný študentský účet 【fejm】 · Výhodné účty pre juniorov

PLACEMENTS

THERE ARE MISSING PLACEMENTS WHERE WE COULD ACTUALLY MEET OUR TARGET GROUP.

WE ARE MOSTLY MISSING LIFESTYLE WEBS AND SOCIAL MEDIAS WHERE THEY CONSUME SHORT CREATIVE CONTENT GENERALLY MADE BY INFLUENCERS.



PRODUCT BRIEF

CREATE YOUR ACCOUNT IN JUST 9 MINUTES

GAIN 60 EUROS AFTER ACCOUNT OPENING

BRIEFED TARGET GROUP IS 15-26

MONEYBACK FOR
MOBILE/SMARTWATCH/CARD PAY

DIGITAL CARD

ECO FRIENDLY





PRODUCT BARRIERS

YOU CAN OPEN YOUR ACCOUNT DIGITALLY IN 9 MINUTES BUT ONLY IF YOU ARE 18+

AFTER ACCOUNT CREATION YOU CAN GAIN THE FIRST 30 EUROS AFTER 100 EURO TRANSACTION

THE SECOND 30 EUROS CAN BE ACCESSED AFTER TRANSFERING YOUR MAIN INCOME TO YOUR NEW SLSP ACCOUNT

CAMPAIGN DIRECTION

FOR OUR DIGITAL BLUEPRINT WE ARE WORKING WITH BRIEFED BENEFIT OF 60 EURO GAIN AFTER DIGITAL ACCOUNT OPENING IN JUST 9 MINUTES.

WE DO NOT CONSIDER THE 2 NEEDED CONDITIONS.

TO FINALLY WIN THE LAST SEGMENT, WE RECOMMEND TO DIMINISH THE BARRIERS AND BOOST THE ENTRY APPEAL. THE LIFETIME VALUE OF SUCH CUSTOMERS IS MOST PROFITABLE.



CAMPAIGN STRATEGY

ADDRESS THE YOUNG (15-26) IN THEIR „NATURAL“ ONLINE ENVIRONMENT.

USE THEIR LANGUAGE AND GIVE THEM THE OPPORTUNITY TO ENGAGE IN THE CREATIVE PROCESS.

CREATE #MOJGEORGE AS A SYMBOL OF EXPERIENCE/ADVENTURE OR ITEMS YOU COULD GET FOR 60 EUROS.

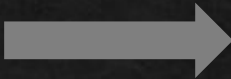
CREATE DIGITAL COMPETITION, ENGAGE THE TARGET GROUP IN CONTENT CREATION AND #MOJGEORGE USAGE.

SELECT THE BEST CREATIVE AND PICK OUT THE WINNING „MICRO-INFLUENCERS“. TO BE AN INFLUENCER IS AMONGST THE DREAM JOBS FOR YOUNG AUDIENCE.



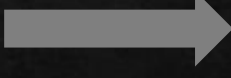
CREATIVE FUNNEL

INFLUENCER ACTIVATION
ENGAGING ASPIRING AUDIENCE



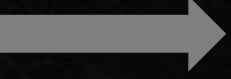
USER ENGAGEMENT

USER GENERATED CONTENT
COMPETITION ACTIVATION



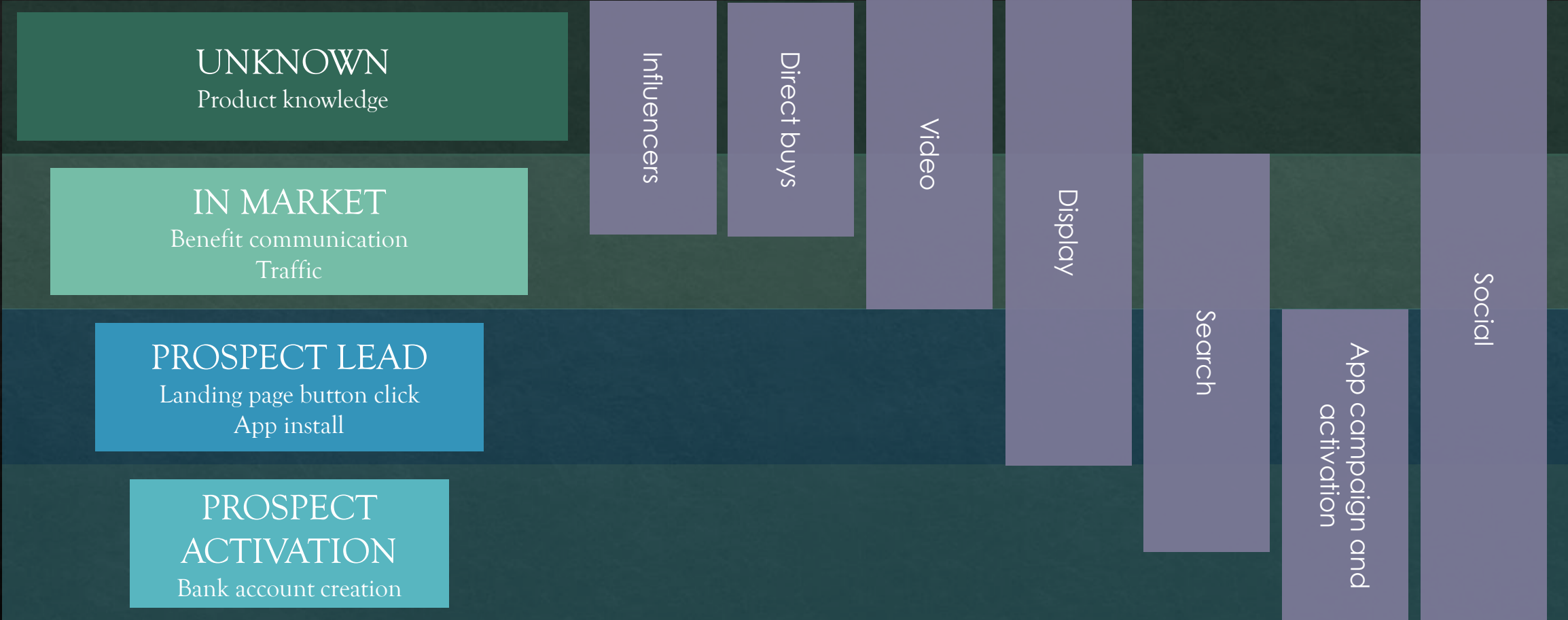
FUNNEL
OPTIMIZATION
STRATEGY

BEST USER GENERATED CONTENT
USED FOR LEAD DELIVERY



RELEVANT CONTENT

CAMPAIGN FUNNEL



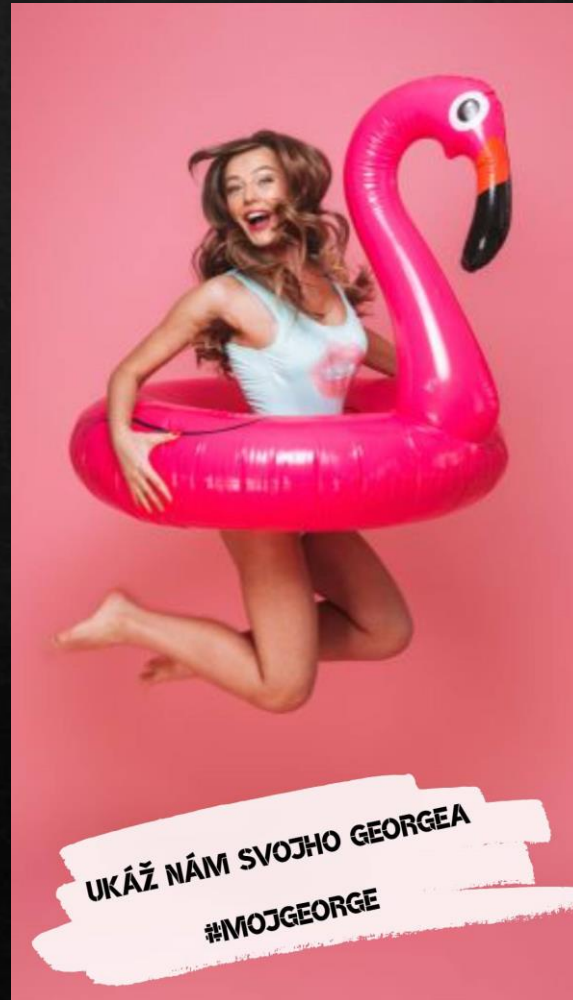
UNKNOWN

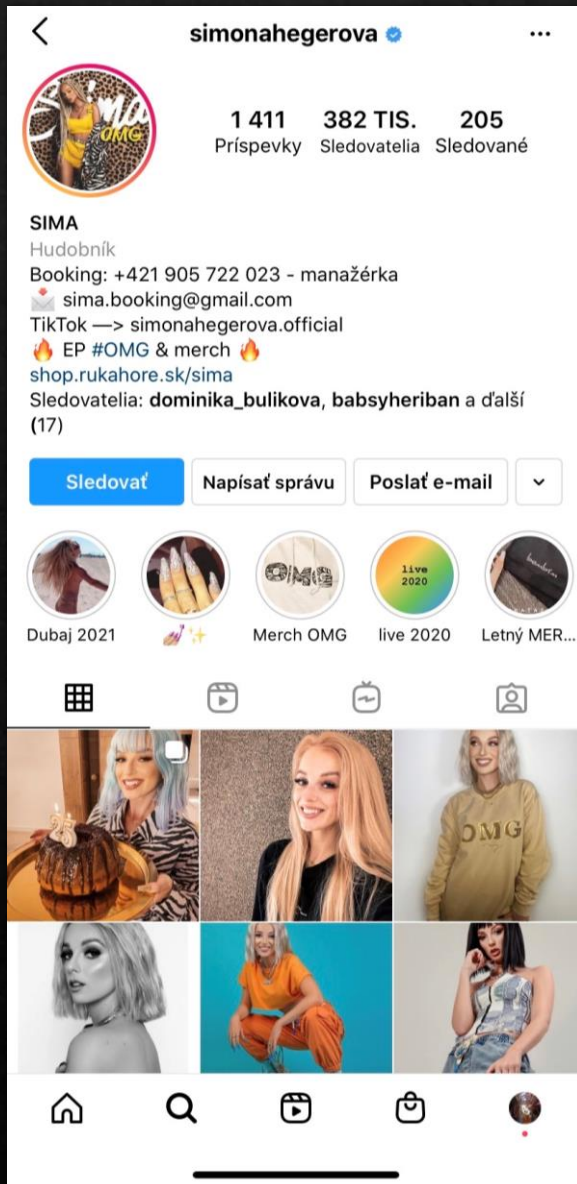
Goal: Product knowledge

USER ENGAGEMENT	CHANNEL	CREATIVE TYPE	COMUNNICATION
Influncers	Tiktok Snapchat Instagram	Video	<p>What will you do with 60 euros?</p> <ul style="list-style-type: none">• Jump from Lafranconi bridge• Buy plane tickets to Mallorca or Santorini• Make fancy food• New Make-up kit tutorial• Create rare fashion outfit <p>Create digital competition, engage the target group in content creation. Select the best creative and pick out the winning „micro-influencers“. Use the winning creatives in later campaign stages.</p>

UNKNOWN CREATIVE

User Engagement



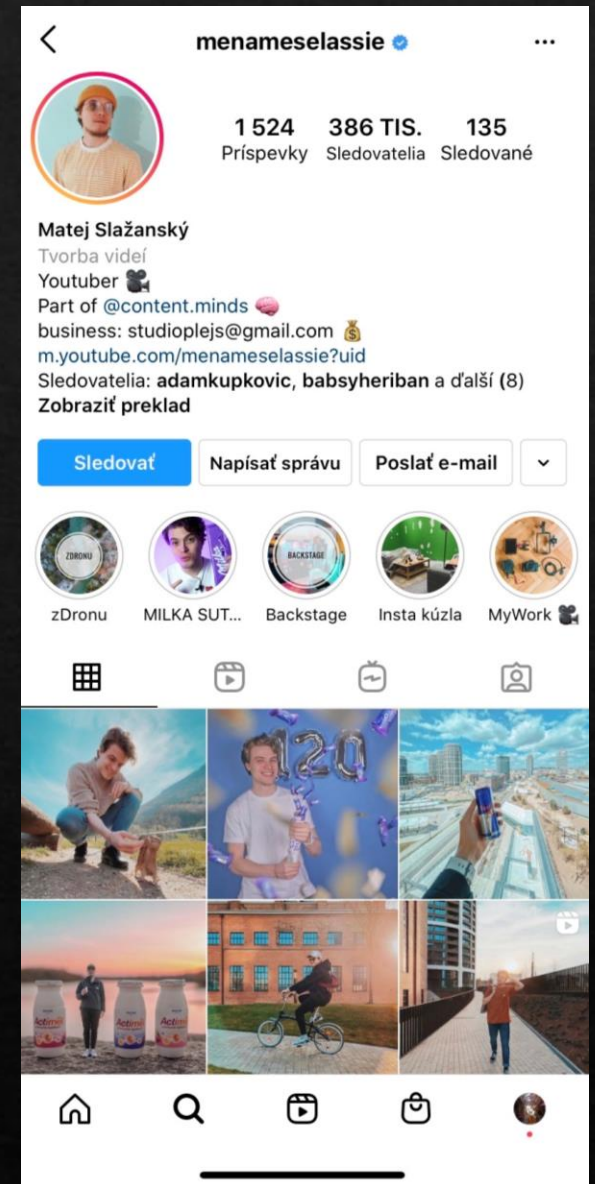


IFLUENCERS

SLSP'S GENERAL
COMMUNICATION IS
UNATTRACTIVE FOR YOUNG
PEOPLE.

WE NEED TO ENGAGE
APROXIMATELY 100K YOUNG
PEOPLE.

WE RECOMMEND TO USE
INFLUENCERS AS SIMONA
HEGEROVA AND MATEJ
SLAŽANSKÝ.



UNKNOWN

Goal: Product knowledge

FUNNEL OPTIMIZATION STRATEGY	CHANNEL	CREATIVE TYPE	COMUNNICATION
<p>Affinity & in-market: tech + mobile enthusiasts, lifestyle & hobbies - fashionistas, nightlife enthusiasts, pet lovers, shutterbugs, custom created audiences, students, education</p>	Youtube Connected TV	Non-skippable video Bumper video ads	Cuts from the best user generated videos with #mojgeorge.
	Instagram Facebook	Thruplay video	
<p>Affinity: tech&telco, lifestyle, entertainment</p>	Spotify	Display + Video	

UNKNOWN CREATIVE

Funnel optimization strategy



IN MARKET

Goal: Benefit communication + Traffic

FUNNEL OPTIMIZATION STRATEGY	CHANNEL	CREATIVE TYPE	COMUNNICATION
Search – competitor keywords e.g. „tatrabanka ucet pre mladych”	Search	Text	
Lookalike, custom audienes , online banking,, change bank accounts, mobile banking and payment systems & apps, smartphone payment services, electronic payment systems, smart watch audience	Discovery	Display	Cuts from the best user generated videos. CTA – „learn more“
	Youtube	Skippable video	
	FB+IG	Video + display	
Lookalike, custom audienes, technology, gamers, education	Tiktok + Snapchat	Video + display	

IN MARKET CREATIVE

Funnel optimization strategy



**ZALOŽ SI ÚČET V
SLSP A ZÍSKAJ
60€**

ZISTIŤ VIAC



**ZALOŽ SI ÚČET V SLSP
A ZÍSKAJ 60€**

ZISTIŤ VIAC

PROSPECT LEAD

Goal: LP Button click + App install

RELEVANT CONTENT	CHANNEL	CREATIVE TYPE	COMUNICATION
Search keywords such as: „ucet pre mladych“, „ucet pre mladych vyhody“, „ucet pre mladych cena“, „ucet pre mladych porovnanie“	Search	Text	Fast bank account opening communicaton along with money bonus for the oppening.
custom audience based on keyword searches, RTG web visitors, RTG campaign video views / excl. current bank account owners	Discovery	Display	
UAC excl current bank account owners	UAC	Display	

PROSPECT ACTION

Goal: Bank account creation

RELEVANT CONTENT	CHANNEL	CREATIVE TYPE	COMUNNICATION
IN APP EVENTS for audiences 18-26: RTG campaign web visitors/ excl. current account owners, RTG campaign video views / excl. current account owners, audience who made the lead but no action, custom audience based on keyword searches	FB + IG	Static display	Fast bank account opening communicaton along with money bonus for the oppening. CTA - „Open account“
	Snapchat Tiktok		
	UAC		

PROSPECT CREATIVE

Relevant content

**ZALOŽ SI ÚČET
ZA 9 MINÚT
A ZÍSKAJ 60€**



ZALOŽIŤ ÚČET

**ZALOŽ SI ÚČET ZA
9 MINÚT A ZÍSKAJ
60€**



ZALOŽIŤ ÚČET

CONCLUSION

SLSP'S GENERAL COMMUNICATION IS UNATTRACTIVE FOR YOUNG PEOPLE.
WE NEED TO ENGAGE APPROXIMATELY 100K YOUNG PEOPLE.

WE WOULD GAIN THE USER GENERATED CONTENT AND WE WOULD USE IT IN THE
FOLLOWING CAMPAIGN.

OUR GOAL IS TO RAISE THE NUMBER OF NEWLY OPENED ACCOUNTS AND WE WOULD
GENERATE THEM ALSO BY CONVERSION ORIENTED CAMPAIGN USING THE CAMPAIGN
FUNNEL.

THE AIM OF THE PROSPECT PHASE WOULD BE OPTIMIZATION TOWARDS BUTTON CLICK
„OTVORIŤ ÚČET“ AND GEORGE APP INSTALL.
AND THE MOST IMPORTANT GOAL WOULD BE THE ACCOUNT OPENING IN GEORGE APP
WHICH WE WOULD MEASURE AND OPTIMIZE TOWARDS IN APPLICABLE PLATFORMS.

NEXT STEPS

WE RECOMMEND TO CONTINUE WITH THE CAMPAIGN MESSAGE
#MOJGEORGE ON ALWAYS ON BASIS.

WE COULD USE THE MESSAGE IN DIFFERENT OCCASIONS SUCH AS
EARTH DAY, CHRISTMAS, VOLUNTEERING... WHICH WOULD REFLECT
THE GENERAL DIRECTION OF SLSP AND THEIR CSR.

EARTH DAY



VOLUNTEERING



**AKO POMÔŽEŠ ZA
60€?**

#MOJGEORGE

CHRISTMAS CAMPAIGN



THANK YOU

#mojgeorge