

WEB BANKING INNOVATION

MARKETING OBJECTIVE

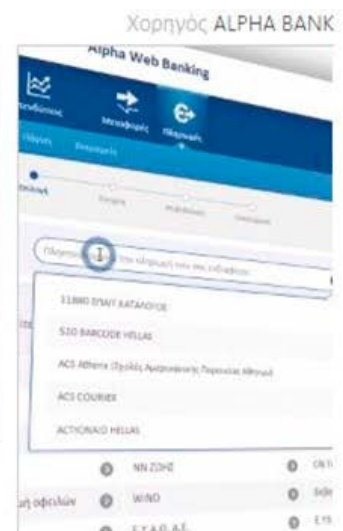
Alpha Bank's campaign objective was to communicate in an effective and positive way the Bank's innovative new Alpha e-Banking platform and establish Alpha Bank as the expert in safe online banking transactions.

SOLUTION

ThinkDigital implemented a native advertising campaign, using high-traffic MSN.gr as the campaign hub and created a dedicated section under MSN's "Finance" Vertical, entitled "Innovation". This section was filled with native content and seamless brand messages addressing the audience's needs for turning to e-banking services while demonstrating Alpha Bank's brand elements.

The campaign amplification used leading Media (Skype and MSN Homepage) to achieve its desired goal.

KAINOTOMIA



RESULTS

INNOVATION SECTION DATA

2,58M
Pageviews

103.044
Unique Visitors

~2 min.
average duration / visitor

AMPLIFICATION CAMPAIGN DATA

~3.900.000
impressions

Campaign Duration: December 21st - February 4th

THE QUOTE

“ The New Alpha e-Banking MSN “INNOVATION” sponsorship aiming at promoting the advantages and possibilities offered by the upgraded service, has been a totally successful activation. MSN has proven to be the ideal environment for this campaign, securing high coverage levels for the native campaign standards. ”

Lila Valvi
Digital Account Manager, Tempo OMD.