

Direct Mail Case Study



Getting behind the game you love...

Sector & Brand: Banking, Bank of New Zealand

Country: New Zealand

Date: February 2009

Background:

Who was the advertiser?

Bank of New Zealand is one of New Zealand's largest banks and has been operating in the country since it was established in 1861. The bank employs thousands of people and offers a wide range of financial services and products, giving customers banking via telephone, online or by visiting one of their 180 branches.

What was the challenge?

In the 1990s the bank had required government bail-out to avoid collapse and was then bought out by National Australia Bank Group. In 2008 the bank rebrands itself as BNZ, changing the logo and the colours. To reconnect with the native client-base the bank wanted to demonstrate how much it shared the love of cricket with the nation that felt passionately about the game.

What were the objectives of the campaign?

To improve the perception of the bank in New Zealand so that it was viewed in a more positive light but its customers and potential future customers, while also raising brand awareness to consolidate the changes made in 2008 with the bank's identity.

Who was the target group?

Cricket fans of all ages and both sexes.

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The campaign in detail:

Which media were used?

This was a direct mail campaign only.

What was the mailing approach?

The direct mail piece sent converted into a bat and wicket.

What was the creative concept?

The bank had sponsored the national game for almost a decade, but wanted to take that to a more grassroots level and create the National Cricket Club that was for everyone regardless of ability. Administrators of clubs were mailed the information and one-day training events across the country were initiated.

The results

- Over 1200 children got involved and 100 administrators attended NCC Supercamps, far exceeding expectation.
- As a consequence, extra Supercamps were organised.
- When asked, 90% of the attendees of the camps said they had a more positive image of the Bank of New Zealand thanks to the events.

