

# SWEDBANK OTSIB EESTI PARIMAT YOUTUBERIT! SWEDBANK IS SEARCHING FOR ESTONIA'S BEST YOUTUBER

Marketing Communications Campaign for Swedbank Mobile bank

Client: **Swedbank**

Agencies: **Vurr Digital, Meta Advisory, Orangetime**

Category: **PR**

## SUMMARY

Different researches show that young people don't trust banks. The Millennial Disruption Index (2016) in the US uncovered that 71% of millennials would rather go to the dentist than to their bank! Banking seems to be boring, corporative and distant to the youth. Swedbank managed to build a campaign whereby the younger generation created content that gathered nearly half a million views on Youtube, that was promoted by the influencers themselves, that was covered in all the main Estonian media channels and that was praised by the prime minister of Estonia, Taavi Rõivas himself. How did we do it?

## STORY BEGINS

While mobile banking is convenient and popular way of banking amongst Estonians, only 30% of youth are actively using this option. We know that YouTube has seen a soaring number of active users (that produce and not only consume) in recent years and this is the most popular community among youth, which is why we decided to engage Estonia's YouTubers for raising the attractiveness of this convenient banking method even further. We decided to start our search for Estonia's best YouTuber. In order to participate, it was necessary to create a short video which would address one or more of Swedbank's mobile bank functions. This way, the campaign was both interesting to them and useful for us.

**BUDGET 20 000 EUR**

## OBJECTIVES/CHALLENGE

Other objectives:

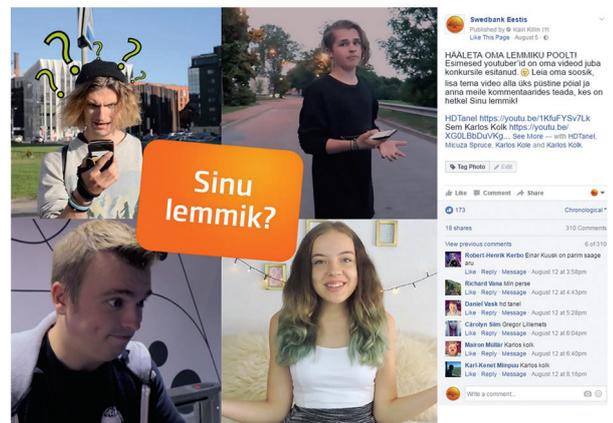
- Increase awareness about the existence and benefits of our mobile app/mobile banking
- The popularization of Swedbank among our younger customers
- Understand how our younger customers promote the mobile app/mobile banking – what is relevant for them and what are some of the use-cases they come up with independently



Lahe idee, @Swedbank\_Eestis - lasta uue põlvkonna tegijatel reklaame teha.

Väga hea tase: Nutiajastu näkk-Swedbank youtube.com/watch?v=Ky1tql...

Translate from Estonian



Vaata osalejate videoid: Neljapäeval pärjatakse Swedbanki Eesti parimad YouTuberid

13. september 2016 11:15

Noorte hääl



Neljapäeval, 15. Septembril autasustatakse Kosmos IMAX kinos "Otsime Eesti parimat YouTuberit!" konkursi võitjaid. Auhindasid jagatakse kolmes kategoorias ning auhinnafond on üle 2000 euro.

Swedbanki „Eesti parima YouTuberi“ konkursile laekus 54 videot ja ühtekokku on neid vaadatud üle 385 000 korra

## STRATEGY

- We chose to create and implement an integrated marketing communications campaign in order to tackle the challenge of involving young people that would not just speak to them but get them to speak to us. The elements of the campaign were social media, traditional media relations, social media, event marketing, newsletters and internet-bank.
- We supported the campaign with integrated media and PR Campaign, by covering all the major Estonian news and lifestyle media, from online and print to TV and radio, using a mix of traditional media relation tools: press releases, topic offerings, interviews, video interviews, etc.
- The focus point was the Event Gala/ Media Event where we concluded the "Search for Estonia's best YouTuber". The winner would go home with 1000 euros and three public favourites would receive 200-500 euros.
- The whole campaign was supposed to be interactive and accessible via mobile phone.

## IMPLEMENTATION

- We chose to create and implement an integrated marketing Integrated media campaign focusing on YouTube, where we posted a video with the general idea and call-to-action as well as conducted personal outreach and uploaded content. We also created a Swedbank's own YouTube channel playlist to have a better overview of all the videos and rankings.
- In the first half of August we invited people to write down their favourite YouTubers in the comments section of our call-to-action video and let people their friends to take part in the competition. In the second half of August we focused on the videos that took part in the competition and encouraged people to vote for their favorites.
- The campaign received support from Facebook, where people could get involved and choose their favorite videos.
- The campaign's highlight was a media event, where the best YouTuber was awarded. The whole event could be seen live on Facebook.
- The campaign was further amplified by a media campaign to create general awareness through press releases and exclusive media coverage by one of the leading TV channels in Estonia - TV3, for example. By amplifying intensive media campaign we managed to raise the app downloads among the older segment, 20+ as well.

## RESULTS

- The videos have over **465 000** views on YouTube, surpassing our expectations by 69%
- **CPV 0,04€** (campaign + gala /views)
- **Highly visible media campaign in major Estonian media channels, covering all media types**
- YouTubers themselves promoted the campaign in their channels (Reach 892 472, reactions 2886, comments 1488, shares 422)
- Apx **2 000** new followers for Swedbank's Facebook page
- Best Social media campaign in August
- **Mobile active customers growth +59% (age 0-20). Thanks to the intensive media campaign growth in older segment as well, the overall growth was 25%.**
- Even the Prime Minister of Estonia praised this competition in social media.

## COST EFFECTIVENESS

The campaign turned out to be very cost effective since the CPV was only 0,04€ (campaign + gala /views), the videos have nearly half a million views on YouTube and the reach of Facebook posts was 892 472. Moreover, active mobile customers growth was 59% in the right target group and it was highly visible in major Estonian media channels covering all media types. Taking into account the results achieved vs costs, it was as cost effective it can get.

## CREATIVITY

We consider the campaign to be very creative since it was the first time in Estonia when social media influencers were put into the heart of a wide-spread marketing communication campaign whereby the youth themselves created popular content and advertised the mobile bank.

