



# Why Bankwest can't stop smiling.

It's not every day that a bank makes you smile. But that's exactly what Bankwest managed to achieve with thousands of viewers, as a result of their ground-breaking, TV-led campaign.

The Western Australian brand is undergoing a major expansion to the eastern states and needs to fulfill two key objectives through its marketing: create brand awareness in the market with immediacy; and provide a reason for consumers to consider Bankwest.

Bankwest conducted extensive research into what customers are looking for from their financial institution and cultivated the concept of Happy Banking around catering to those needs. The bank located new branches in major retail precincts, offered extended trading hours, got rid of unfriendly teller barriers and offered innovative products.

To communicate these concepts, the marketing campaign

"Happy Banking" features talking animals and flowers to illustrate Bankwest's new and different approach.

Creating brand awareness was critical in the early stages of the bank's expansion, so television was chosen as the key media for the campaign. The commercials were instantly successful and drove significant spikes in enquiries about its products via the website and telephone.

"Television is very important to us. Why? Because customers watch television," says Bankwest's Chief Marketing Officer, David Morgan. "We're really trying to find ways to get our brand awareness out with immediacy, with strength and with stature - and television is a fabulous opportunity for us to do that."

Needless to say, Bankwest was more than happy with the results. For more information visit [thinktv.com.au](http://thinktv.com.au)

To create brand awareness

