ComPact Bank
brand briefing

ComPact Bank

ComPact Bank
A brief overview

Germany's third-largest bank was founded in 1870. Its headquarters is based in the banking district of Frankfurt. ComPact Bank offers its clients retail and commercial financing services, investment banking services, asset management and private banking services.

Throughout the decades, ComPact has seen considerable change in the industry, and has continued to evolve it's suite of products inline with consumer demands. Attempts to build market share have seen them launch a number of high profile campaigns involving real people who use their products. This has created a fairly favourable perception of the brand in the market, with a human element at it's core.

ComPact Bank is a traditional German banking institution. Deutsche Bank and Commerzbank are the main competitors. The confidence of Deutsche Bank customers is shaken by various scandals, data problems, high losses and austerity measures.

Commerzbank was saved by the German state with 16,4 billions during the financial crisis in 2009. ComPact Bank survived these difficult times unscathed. Additionally, ComPact is leading in digital banking services, but the others are catching up.

Latest developments in digital tech have significantly disrupted the banking industry, and as a result ComPact has begun investing in a number of new products and services such as mobile banking apps, investment calculators and social media APIs. They appreciate that in order to attract new customers, they must focus on making their banking services as frictionless as possible, and promoting new features to both existing and potential new customers. The existing brand team were struggling to reposition the bank against the competition, showcasing the latest tech without alienating their existing client-base.

ComPact Bank

- Founded in 1870
- Focuses on trusted and reliable relationships with customers
- Reliable, confident and traditional brand image
- Midfield player in the game of high investments and high risks
- Average customer is 39 and male, unmarried without children
- They attract people with high wealth who want to take low risk with their investments
- Have just released a significant update to their mobile banking app, introducing new features; such as the ability to transfer funds to a phone number, and contactless payment

A new future.
ComPact Bank

ComPact Bank has recently released a new suite of digitally innovative banking features such as contactless payment, phone-to-phone transfers and social media integration, with the intention of attracting a younger and more tech-savvy clientele. They wish to launch and position these new features, whilst continuing to remain true to their core brand values of reliability, trustworthiness and resilience.

With over a century of legacy, their brand value is high, though it may not always resonate with a younger audience. As well as attracting new customers, they also wish to promote these new services as value-added functions within their existing customer base.

This is a delicate repositioning for the master brand – they must be extremely cautious to not disregard existing brand values, but also demonstrate that they are moving with the times.

They run the risk of being disrupted by Fintech innovation, so this is part of a larger strategy to evolve their business model over the next 10 years.

Client Objectives
- Reposition ComPact Bank masterbrand
- Focus on digital channels, without disregarding traditional ones
- Promote new banking features to appeal to both new and existing customers
- Introduce brand tonality of 'banking for the future'
- Lift overall brand awareness
- Measure favourable opinion for ComPact Bank

ComPact Bank Claim

Reliable. Trustworthy. Resilient.

Communication Umbrella

'Banking for the future'

ComPact Bank Positioning & Benefits

- For those who want to keep their money safe, and are generally low risk investors
- Positioned as a bank to have for life, that will see you through from your teens to buying a house, building a family and retiring
- Stable and reliable
- Adapting to new trends to evolve with latest developments in tech to offer frictionless experiences for their customers
- Trying to build market share and protect themselves from being disrupted by innovative Fintech start-ups
- Human brand identity
- Breaking away from their male-skewed target demographic to attract a wider audience
- In the past, the bank has relied on personal interactions with their clients (either in branch or by phone)

ComPact Bank
Campaign Briefing

Your Brief

Reposition ComPact bank to feel younger and more tech-savvy, whilst also respecting its heritage and traditions which have kept it running for the past 150 years. Ensure that current customers do not feel alienated, but consider the new services as added value. Attract a new legion of younger, millennial customers with a high level of expectations from services they engage with.

Management expects a campaign with a "digital core", not a traditional campaign with digital added onto it. Display strategies seem to resonate well within the audience.

Human Insight

'I want to invest my money in a bank where I know it will be safe, but I also expect services that fit in with my lifestyle and do not create unnecessary barriers'

What to include in your proposal / Key assessment criteria:

1. Describe the relevant customer journeys and how you'll capture your target audience

2. Develop an engaging and purpose-driven content strategy across the whole journey

3. Describe how you'll use video to drive the content strategy and achieve your client's objectives

4. Develop a search strategy that includes an approach that's not directly related to conversion

5. Articulate which display formats you'd use to be relevant to your target audience

6. Do the ad formats and channels you've selected orchestrate together in an integrated way?

7. Was the presentation effectively communicated? Does it show creativity, innovation and relevance?

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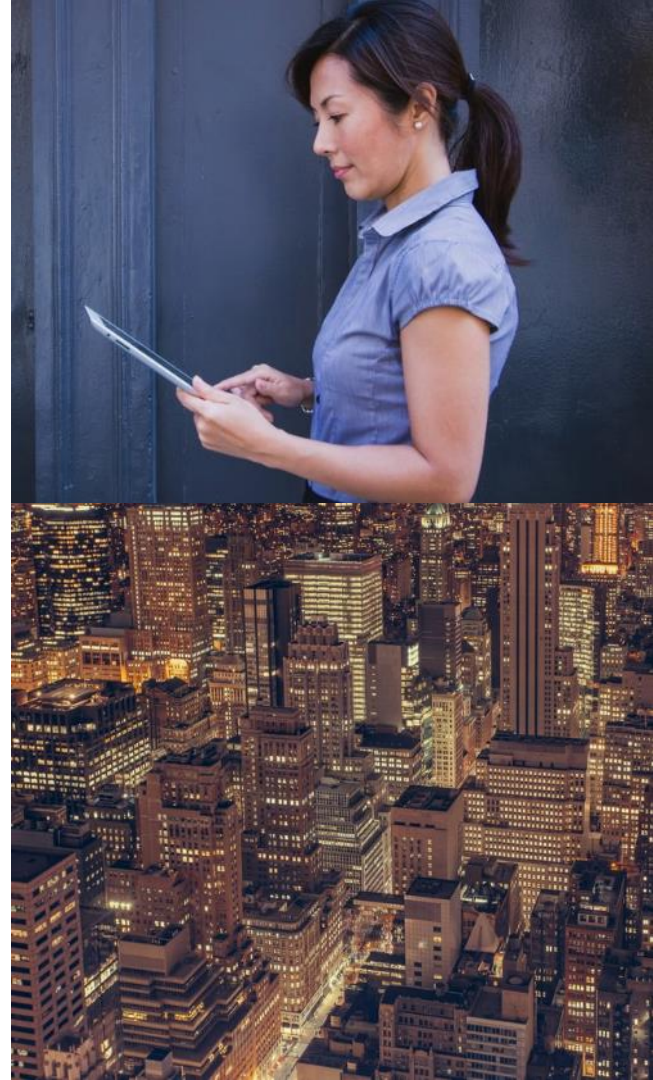
Money is important

I want things **on demand**

I trust **personal relationships**