

Brand: BPI 24/7 Banking

Campaign Title: Expect More Freedom

Campaign Duration: From: 2009-02-16 **To:** 2009-07-27

A description of the product or service for which this entry was developed for: The Bank of the Philippine Islands (BPI), at 158 years old, is a pioneering financial institution in the Philippines and in Southeast Asia. It is also considered one of the largest Philippine banks in terms of assets. With its size, BPI offers clients an extensive range of banking products and services: deposits, loans, wealth management, insurance, and payroll management among others. BPI is known for its “tradition of leadership” – a passion instilled in its corporate culture to lead the way through banking innovation, as shown by its acceptance of the first use of paper money in the 1850s, its pioneering the electronic banking revolution in the 1980s, and its trailblazing efforts in the realm of alternative banking channels in the form of BPI 24/7 Banking. BPI 24/7 Banking is the brand that represents the bank’s online, phone, and mobile services. By enrolling in this service, BPI’s clients can check their account balance, pay bills, transfer funds, and complete other transactions without being tied to conventional banking hours, giving them the freedom to enjoy their lives.

A description of the entry's marketing/business challenge and its objectives.

In the spirit of its “tradition of leadership,” BPI has recently launched a brand facelift campaign to communicate that it is constantly evolving to meet clients’ changing lifestyles and needs. The most visible components of this new campaign is the change to a bold new shade of red as its corporate color and the adoption of a new tagline: WE’LL TAKE YOU FARTHER. This new campaign focuses on how BPI’s products and services don’t just meet the needs of its consumers – the bank helps them achieve their ambitions of living better lives. BPI 24/7, in particular, allows consumers to EXPECT MORE FREEDOM: freedom to spend more time with their families, to do what they enjoy doing, to enjoy their lives. The agency was tasked to build the presence of BPI 24/7 online by increasing awareness about the bank’s online, phone, and mobile banking services, educate consumers how to use these services, and ultimately, express the message of FREEDOM in the digital space.

A description of the entry's campaign, execution, and of what was innovative in the utilization of web/internet and/or mobile devices as communication mediums.

Using the sport of parkour, or free running, as the articulation of freedom, the BPI Expect More Freedom campaign was launched to show freedom in a youthful, modern and exciting way, while also educating people how online, phone, and mobile banking allow them more time to do what they really want to do. The agency utilized the then-new annotation technology on YouTube for consumers to really experience what freedom is. Annotations are clickable buttons that can be placed ON the videos and can then link to other videos, channels, or search results. A viral video series spanning 13 episodes and totaling 8 minutes long was written, produced, and published on the campaign’s YouTube channel. It follows the adventures of Jeffrey, a bored young man and erstwhile corporate slave who dreams of being free. While stuck in traffic one day, he encounters a group of parkour runners who invite him to learn their art of freedom. Aside from teaching him how to be physically free, they also teach him how BPI 24/7 Banking affords him freedom to do what he enjoys. Using YouTube annotations, the videos allows users to participate in Jeffrey’s adventure by making key story decisions for him, similar to the popular Choose Your Adventure books in the previous decade. This annotation technology was replicated by the agency on the campaign site (www.ExpectMoreFreedom.ph) using customized Adobe Flash video players, allowing consumers to interact with the brand without necessarily having to discover the series through YouTube.

A description of how the campaign helped in meeting the business objectives.

This campaign built BPI 24/7 Banking’s presence online by placing the brand squarely within the realm of online video, allowing its consumers to really experience the idea of freedom in three main ways: first, they get to visualize what freedom is by watching the talented parkour runners perform stunts in familiar urban settings; second, they get to learn about online, phone, and mobile banking when the runners demonstrate them to the Jeffrey, the story’s protagonist; and third, they get to actually demonstrate being free by choosing Jeffrey’s next moves. The campaign’s main innovation is that it allows consumers to engage with the brand and effectively experience its message of FREEDOM in a way that no other media has ever made possible before.

Results provided to show that this campaign contributed in meeting business objectives.

The BPI Expect More Freedom campaign was able to reach several thousand individuals with the viral video series: • The YouTube channel posted 41,027 channel views • The online video series on YouTube posted a total of 6,820 views (however, it must be noted that due to technical problems, several weeks’

worth of views were not recorded) • The online video series on ExpectMoreFreedom.ph posted a total of 32,615 views.

Web and mobile forms used in the campaign.

The following digital media were used in this campaign: a. Campaign Site (HTML, CSS, Adobe Flash, Adobe Flash Video) b. YouTube.com videos with annotation technology c. Viral Marketing

All supporting media used in this campaign. (If applicable)

No other media were used to support BPI Expect More Freedom's online video series.