



2011 Gold Effie Winner

'Bank Audi Loubnani Card'

Category: **Banking, Finance & Insurance**

Brand/Client: **Bank Audi S.A.L**

Primary Agency: **Leo Burnett Beirut**

Strategic Challenge:-

Define success in your category. What was going on? Provide information on the category, marketplace (including any cultural, social or legal constraints/considerations/issues which needed to be addressed) company, competitive environment, target audience and/or the product /service that created your challenge and your response to it. Please detail the social, cultural, economic and environmental issues which framed the challenge with specific reference to local market conditions within the individual countries if applicable. In the case of cross country or Pan Arab/Mena campaigns please alert the judges to any local/regional adjustments that had to be made for certain countries. Also use this space to explain any relevant trends unique to your market that generally shape the marketing environment and/or colour the consumer's response to marketing efforts. For example, this could include government control/ownership of media; restrictive advertising laws; wide socio-economic disparity, demography: ratio of locals to expats; preponderance of youth; literacy levels; multilingual population etc. Be sure to explain why these factors are relevant. This general background will help the judges better understand and evaluate the more specific story you tell in the remainder of your entry.

For over 30 years, and primarily due to its war-torn history, Lebanon has been the sole country to have integrated the US currency in such a way that it has recently become more commonly and actively employed than its national currency, two times as much! (Central Bank Data)

For perspective, when the index of dollarization (DI) is above 30%, a country's economy would be considered "highly dollarized". In Lebanon, the driving force for currency and asset substitution has generally been economic instability and high inflation. The Lebanese economy had experienced hyper-inflation; dollarization had become very widespread, as the public sought insulation from the cost of holding domestic-currency assets. All this has resulted in Lebanon's very high 57% DI ratio in 2010 (Central Bank Data).



So it's no surprise that the central bank decided to incentivize commercial banks in 2010 to drive their customers to spend and take loans in Lebanese pounds to remedy the economy's dollarization.

Though Bank Audi is known to be the most innovative bank due to its variety of credit cards, it was actually the last amongst the top tier banks to launch a credit card in Lebanese currency (Bank monitoring).

Not only were we launching a "me too" product, but we also had to fight the people's spending of 2 dollars for every 1 Lebanese pound.

Your entry may have one or all of the following objectives: A. Business, B. Behavioral, C. Perceptual/ Attitudinal. Give specific goals for all of these if all apply to your campaign. Provide a % or # for all goals. If you do not have a specific type of objective (e.g. no quantifiable objectives), state this in the entry form and explain why and why the objectives you do have are significant and challenging in the context of your category, etc. You must provide benchmark and context for your goals versus years prior and in context of competitive landscape and category. Explain: What was the behavioral or perceptual/ attitudinal response you were looking for in the context of your competition and category? Examples: to meet a concrete share or sales target; to obtain a specific behavioral response, to modify existing brand perceptions, to establish new product awareness.

1. Business: We aimed to sell 3000 cards within a year with an average expenditure of 1 Million LBP per card (client expectations).
2. Behavioral: We wanted the Lebanese to want to spend more in their national currency.

The Big Idea:-

What was the idea that drove your effort? (The idea should not be your execution or tagline. State in one sentence)

Empower the Lebanese Lira; it's in your hand

Was your idea driven by a consumer insight or channel insight or marketplace / brand opportunity? Explain how it originated and how the big idea addressed the challenge.

Before any monetary transaction is made in Lebanon on your card, merchants and salesmen have the spontaneous reflex to ask you "in Dollars right?" We wanted to reverse this reflex and encourage people to pay with their national currency.



As a result, we carried out qualitative research that sought to understand people's relationship with their national currency. The target age group varied from 18 years to 70 years of age with no exclusions by class, professions or gender. We then realized a very common and interesting trend whereby on one extreme we had the "nonchalant" younger generation and on the other extreme we had the "passionate and sentimental" older generation who recounted stories and told tales of how powerful our currency used to be.

So we intensified our research with those in their 60s and 70s who lived Lebanon in the 1970s when it was renowned as the "Paris of the Middle East". We documented endless entries of their tell tales and decided to use these to reverse people's reflex of payment in foreign currency: "Khalli Lira tirja tihki" or "Let the Lira have its say".

We wanted the forgotten myth of the "Glory Days" to become the dream for the future.

We wanted to give the Lira back its voice; to empower it after a long silence.

Bringing the Idea to Life:-

Describe and provide rationale for your communications **strategy** that brings the idea to life, as born from the insights and strategic challenge described above. How did your **creative and media strategies** work together? Describe the channels you selected and why selected, justify the work and demonstrate how your idea addresses your challenge. How did the channels work together?

We simply used mass media to tell a nationwide emotional story collected from the memories of people who lived during Lebanon's glory days. The campaign empowered the younger generation, and the older one alike, to contribute to a national dream in which the Lira can have its say again. Conversation spread across the nation & between generations, resulting in the many video responses to the films.

By showing the once powerful old Lira bank note on unipoles, we reminded people of what the Lira looked liked at its peak.

We also communicated our message on the ground; over ATMs we encouraged people to withdraw money in the Lebanese Lira, on duty free bags we asked them to empower it, and because everyone uses their credit card in restaurants, a special message was stamped on bills to remind them to "empower the lira, it's in your hands". This emotional approach while one is just about to make a monetary transaction resulted in reawakening one's sense



of nationalism causing them to choose the Lebanese Pound in an act of sheer patriotism; ultimately changing the expected behavior.

Online, a pledge to empower the national currency was circulated while a micro site that allowed people to apply for the card whether as an individual or an institution was put up.

Soon, the campaign picked up strength when entire industries joined the movement. Bank Audi partnered with the major commercial sectors like Telecom, Fashion, restaurants and Arts to offer people special discounts when they paid with their national currency.

Finally, the Loubnani card is the first in the world to have a scent where it was embedded with the inherent scent of Lebanon’s Cedar trees; Lebanon’s symbol. This allowed cardholders to safe keep a fragrance of their country’s pride wherever they were in the world. A lot of Lebanese expats felt they had a piece of home at all times.

Communication Touch Points:-

<input type="checkbox"/> TV <input checked="" type="checkbox"/> Spots <input type="checkbox"/> Branded Content <input type="checkbox"/> Merchandising <input type="checkbox"/> Program/content <input checked="" type="checkbox"/> Radio <input checked="" type="checkbox"/> Spots <input type="checkbox"/> Merchandising <input type="checkbox"/> Program/content <input checked="" type="checkbox"/> Print <input type="checkbox"/> Trade/Professional <input checked="" type="checkbox"/> Newspaper - print <input type="checkbox"/> Newspaper - digital <input checked="" type="checkbox"/> Magazine - print <input type="checkbox"/> Magazine – digital <input type="checkbox"/> Print partnership <input checked="" type="checkbox"/> Direct <input checked="" type="checkbox"/> Mail <input checked="" type="checkbox"/> Email <input checked="" type="checkbox"/> PR <input type="checkbox"/> Events	<input type="checkbox"/> Packaging <input checked="" type="checkbox"/> Product Design <input checked="" type="checkbox"/> Cinema <input checked="" type="checkbox"/> Interactive <input type="checkbox"/> Online Ads <input type="checkbox"/> Web site <input checked="" type="checkbox"/> Viral video <input type="checkbox"/> Video skins/bugs <input type="checkbox"/> Social Networking Sites <input type="checkbox"/> Podcasts <input type="checkbox"/> Gaming <input type="checkbox"/> Mobile Phone <input type="checkbox"/> Other <input checked="" type="checkbox"/> OOH <input checked="" type="checkbox"/> Airport <input type="checkbox"/> Transit <input checked="" type="checkbox"/> Billboard <input type="checkbox"/> Place Based <input type="checkbox"/> Other <input type="checkbox"/> Trade Shows <input type="checkbox"/> Sponsorship	<input checked="" type="checkbox"/> Retail Experience <input checked="" type="checkbox"/> POP <input checked="" type="checkbox"/> Video <input type="checkbox"/> In-Store Merchandizing <input type="checkbox"/> Sales Promotion <input type="checkbox"/> Retailtainment <input checked="" type="checkbox"/> Guerrilla <input type="checkbox"/> Street Teams <input type="checkbox"/> Tagging <input type="checkbox"/> Wraps <input type="checkbox"/> Buzz Marketing <input checked="" type="checkbox"/> Ambient Media <input type="checkbox"/> Sampling/Trial <input checked="" type="checkbox"/> Consumer Involvement <input checked="" type="checkbox"/> WOM <input checked="" type="checkbox"/> Consumer Generated <input checked="" type="checkbox"/> Viral <input type="checkbox"/> Other: _____
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Additional Marketing Components:-

None

Total Media Expenditure:-

Under \$ 500 Thousand

Results:-

The objective of the campaign was to:

1. Business: We aimed to sell 3000 cards within a year with an average expenditure of 1 Million LBP per card (client expectations).
2. Behavioral: We wanted the Lebanese to want to spend more in their national currency.

However, the results exceeded our expectations that it was actually problematic. For the first time in the bank's history, Bank Audi scrambled to restock their supplies since they sold out in 2 months' time (client monitoring reports).

Results	For Perspective
Sold 12000 cards within 2 months (client monitoring reports).	When Loubnani was launched, the client expected to sell 3000 cards within a year (client monitoring reports).
The average spending per card was 2.25 million LBP per card (client monitoring reports).	The average spending per card was expected to be one million LBP per card (client monitoring reports).
The spending volume of Loubnani was already representing 35% of the total spending volume of other similar Bank Audi products (client monitoring reports).	This means it accounted for 35% of the total spending of 50 cards. The usage of the card was higher than any other newly launched card (client monitoring reports).



60% of all phone calls to the Bank Audi call center were related to the Loubnani card (client monitoring reports).

Reports show that 2 months prior to the launch of the Loubnani card, the call center used to receive 630 calls per month. 2 months after the launch of the Loubnani card, reports have showed that the number of phone calls doubled to 1300 phone calls per month (client monitoring reports).

These numbers achieved within 2 months from the launch of the Loubnani card campaign usually takes Bank Audi at least 6 months with other newly launched cards (client monitoring reports). They've been the highest numbers recorded yet.