

A brand on a journey

By  [Danette Breitenbach](#)

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Most of us are familiar with Eugene, the face and voice of Nedbank's retail division. More recently Nedbank launched a campaign for its business banking division. This also signals the move towards a broader direction the bank will be taking with its marketing communications going forward.

Adam Weber, Executive Creative Director at Joe Public for Nedbank Business Banking told Bizcommunity that while this campaign is for Business Banking, it is part of a bigger focus of the bank in the future on making deeper and more meaningful communication.

However, the retail and business markets are very different markets, and this business banking campaign is a very deliberate attempt to make a connection with business; especially Small and Medium Enterprises (SME) that are moving from SME status to becoming a larger business.



"The television commercial (TVC) speaks to that moment in a successful business' journey when it needs assistance to grow to the next level. For example a business is doing well and reaches a tipping point. It wants to expand but cannot afford, and doesn't have the skills, tools or people. It's that moment we are emphasising, and saying this is where Nedbank Business Banking can be a valuable partner."

The brand was very specific in that the TVC had to be around this moment he adds. "The story is a metaphor for a business but also of your personal life and journey. The emotion in the TVC talks to you as a business owner and an individual."

Using the horse was also key as the life story of a horse is a good way to represent a business and its growth, including the difficulties it faces.

The TVC is part of a much bigger campaign that launched earlier this year. It is what Weber calls the magic. "Other parts of the campaign speak to products so they are more logical."

This TVC incorporates some of that thinking, he adds. "A business is like raising a child, and to the business owner that business is their baby. With this TVC we have taken that idea further, to the next stage, when the business owner wants to take his business to the next level."

The TVC allows the audience to connect on both an emotional and a logical level. "It was important to connect with businesses, as they are the ones in the trenches. We felt the way to achieve this was through showing a real understanding, so that they could feel that connection with the brand. Then the radio and OOH elements would talk about specifics more."



For example, he says, one of the print advertisement features a boxer and a coach. "Again it is about getting the right guidance and expertise to take you to the next level and the theme is carried through the entire campaign."

Before moving to television, the TVC launched in cinemas. "We felt cinema was the perfect platform for this as it is a kind of a mini movie. The audience could also be targeted according to time and movie."

Banks are often viewed as cold and boring. "We felt that if we can really connect with people at this point when they really needed a partner then we would be accomplishing what we set out to do."

[View the extended 180" version](#)

[View the 60" version](#)

Credits:

Agency: Joe Public Johannesburg
Client: Nedbank (Vanessa Singh - Marketing Head Retail & Business Banking)
Pepe Marais (Chief Creative Officer)
Adam Weber (Executive Creative Director)
Amy Auret (Copywriter)
Ryan Allman (Art Director)
Khuthala Gala Holten (Business Unit Director)
Gontse Chipane (Account Manager)
Helen d' Hotman & Ananda Swanepoel (TV Producers)
Laurent Marty (Strategic Director)
Production Company: Velocity Films
Director: Greg Gray
Director of Photography: Paul Gilpin
Executive Producer: Helena Woodfine
Producer: Mitzi Bunce
Sound Studio: Louis Enslin - Producer

ABOUT DANETTE BREITENBACH

Danette Breitenbach is a marketing & media editor at Bizcommunity.com. Previously she freelanced in the marketing and media sector, including for Bizcommunity. She was editor and publisher of AdVantage, the publication that served the marketing, media and advertising industry in southern Africa. She has worked extensively in print media, mainly B2B. She has a Masters in Financial Journalism from Wits.

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