

Standard Bank launches 'How about now' campaign to make dreams come true

Standard Bank's refreshed *How about now* campaign is its consumer retail brand proposition that speaks to the notion that every generation should live better than the last and that now dreams are valid and actionable because Standard Bank is their ally.



Source: Source: ©Standard Bank [Standard Bank](#)

The campaign helps drive proof points of how dreams are possible

The campaign launch includes a television commercial (TVC), developed by M&C Saatchi Abel, that features a little girl from a modest household who sees herself as an astronaut.

Her dreams are so vivid that she imagines it is already happening... now.

“The thing about dreams is that everyone can have them. But you have to believe in them. That’s when you can start doing your bit to make them come true,” says the voice-over in the advert.

“If we supported our dreams with small yet deliberate actions like a young girl wanting to be an astronaut who starts studying, that is a big step right now. A better tomorrow can start today.”

“Everyone dreams of a better future. A better tomorrow, a better next month and a better next year,” the voice says.

Live better

“Many of our customers may dream of being financially secure, owning their own home, or finding the means to put their children through education someday.

But that someday may never appear on the calendar. So, we are asking our customers the question: instead of ‘someday’, how about now?” says the bank.

The bank’s call how about now is drawn from human nature as we tend to put off our dreams for tomorrow for an unforeseeable future. Instead, the bank is proposing that South Africans act on their dreams now by providing them with support, tools and offerings today so that their dreams can become a reality as soon as tomorrow.

“Ultimately, growth is measured through a better everyday life for all,” says, Lindy-Lou Alexander, brand and marketing head: Group Consumer and High Net Worth Clients at Standard Bank.

“This means better access to housing, transport, education, opportunities, and a better environment, quality of life and services,” she says.

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