



MMA CASE STUDY

Campaign Summary

Garanti Bank, Turkey's second largest private bank, has over 2.5 million digital users. Eighty percent of all its banking transactions take place through digital channels. However, Garanti Bank knew that despite its sizeable market share, there was still a large segment of the population that had not used its services yet. To attract these consumers, Garanti Bank launched iGaranti, a free iPhone app that supports the management of a diverse range of financial activities, from banking transactions to shopping activities.

Strategy and Execution

To learn more about the digital population that Garanti Bank was not already connecting with, the bank partnered with McKinsey to study this group in November 2011. Based on this research, Garanti decided that iGaranti should be a mobile-only platform, integrated into social media, transparent, and easy to use. The app was designed in partnership with Fjord, a leading design service consultancy firm.

iGaranti was targeted at Generation Y (customers ages 18 to 30) and slightly older business professionals, with the goals of attracting new customers to Garanti Bank and driving downloads of the app. The iGaranti app is composed of 20 mini-apps that communicate with users, support their financial activities, and provide them with personalized financial coaching and services. Features of the app include:

- Provides a clear feature of the user's monetary status for the month, based on scheduled payments
- Recognizes favorite brands based on spending habits and offers exclusive offers from those brands
- Offers personalized suggestions and tips based on the user's current financial status, such as information about loans, savings plans, etc.
- Connects to Facebook, Twitter, and Foursquare through the app
- Creates an iGaranti social network to allow for money transfers with friends who also use Garanti Bank
- Allows withdrawals from an ATM without having a bank card in hand
- Creates a virtual wallet via optical character recognition technologies

Garanti Bank promoted the app primarily through mobile display and banner advertising as well as mobile video. The app was also promoted via TV and digital advertising that featured the Turkish pop star Mazhar Alanson. Print, out-of-home (including in-cinema, bus station advertising, and billboards), and social media were also optimized.

Results

The app was downloaded over 100,000 times in less than a month after launching, and was the No. 1 app in the “new and noteworthy” section of the iTunes app store. In its first month, iGaranti had 75,000 active users, including 5,000 who had never used Garanti Bank’s digital options before, with over 260,000 logins. Additionally, in the first month, 18,000 savings accounts were opened, 800 loans were disbursed, and 6,000 credit and debit cards were issued.

Source

“iGaranti.” 2013 MMA Smarties Finalist Mobile App. Brand: iGaranti. Lead Agency: Garanti Bank.