

Behind Extreme Customer Centricity

Neil Costello

Head of Marketing

Atom bank

First fully licensed mobile-focussed UK bank

Progress to date



We're open for business!

Business Plan



Atom bank



Positioning



Standards (what)



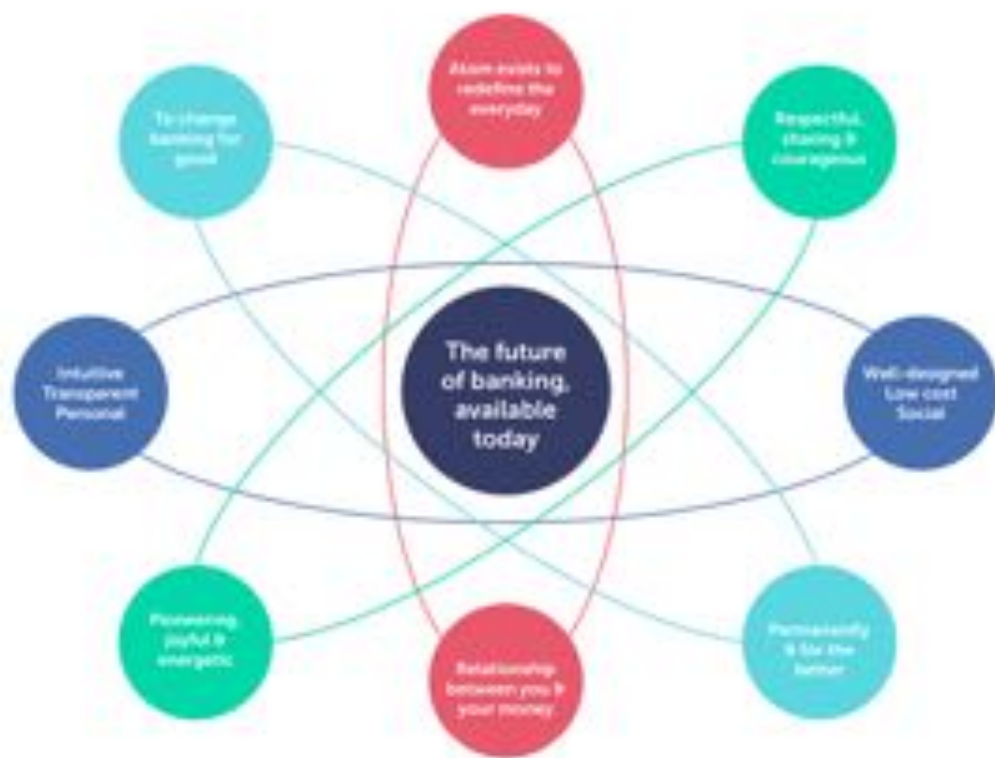
Values (how)



BH&G




Positioning



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A photograph of a crowd of people, likely at a protest or demonstration, with a strong purple color overlay. The people are diverse in age and appearance, and some are shouting or raising their hands. The background shows city buildings.

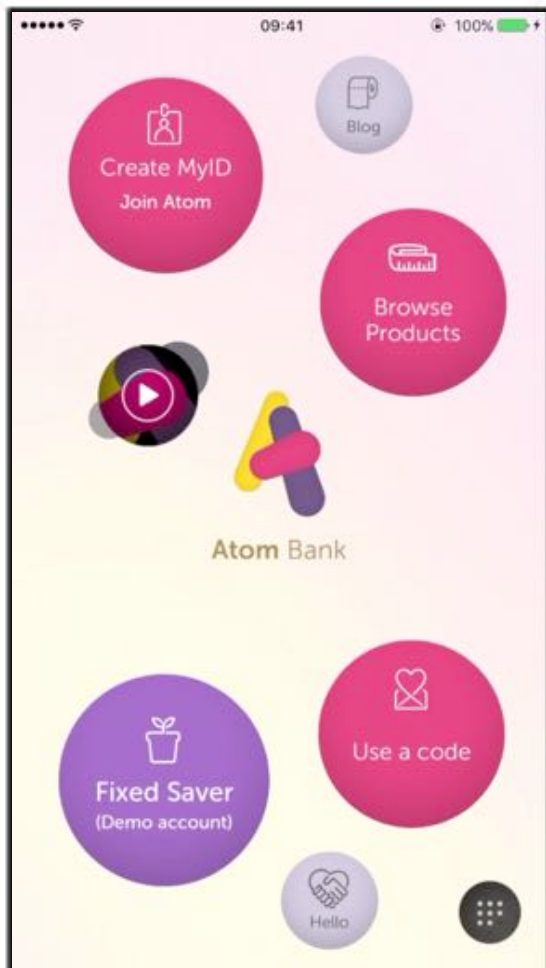
Atom is for tech-savvy progressives who seek positive change in their world. People who use a new group of brands to help them improve their everyday life.

The background of the slide features a dark blue night sky with a bright sun or moon in the upper right corner. In the foreground, there are silhouettes of several people. On the left, a person is seen from the side, with their right arm raised high. On the right, another person is holding a smartphone up, its screen glowing. In the lower right, there are more silhouettes of people, some also holding up phones. The overall scene suggests a crowd at a night event or concert.

We're not for
a target demographic.
We're for an audience
united by a mindset
and a set of behaviours.



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A background image of a bright blue sky with scattered white clouds. The text is overlaid on this background.

**People don't wake up wanting
financial products or an innovation
in the banking world.**

**They wake up wanting a holiday or
a house or a car or a lie-in.**

The background is a solid pink color. It is decorated with several abstract, pill-shaped elements in various colors: a dark blue one on the left, a light orange one in the upper left, a yellow one in the upper right, a white one on the far right, a yellow one in the lower right, and a light blue one in the bottom left corner.

**"When dealing with people,
remember you are dealing not
with creatures of logic but with
creatures of emotion"**

Dale Carnegie
American writer & lecturer

Atom bank

Atom

Our story

Newsroom

Our family

Careers

Blog

Investor



Joining up the dots

Based in Durham in the North East, we're a passionate bunch of people who want to make banking better. We're building a bank, with lots of heart and plenty of soul.

Get us going



Meet team



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Marketing challenges & media responses

Competitive Set:

A noisy category which spends big and has little to say beyond rates & abstract brand messages.

We're priced out of the arms race and we don't want to be in it anyway.

We need to create disproportionate noise.

Principle #1 'Own it'

We can't win through share of voice so we need to concentrate our media and own where we appear.

Consumer Mindset:

A fixed idea of what a bank is due to decades of disengagement leading to inertia & apathy.

We need to get through to a disengaged consumer who can only imagine 'a faster horse'.

We need to act with confidence to take on the old bank world.

Principle #2 'Break old bank rules'

We'll playfully create the kind of activations and communications they can't, collaborating with trailblazing media brands.

Comparative Set:

Growth strategies that build an engaged audience over time and convert them into advocates.

To be a definitive game changer we need to bring consumers on the journey and put them in control.

We need to engage in their language and on their terms.

Principle #3 'Power to you'

We'll create communications which are shareable and can be repurposed, then push through the channels our audience use.



A helping hand



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Atom bank
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How to set up your biometric security
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96 views • 2 months ago



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Mark talks at Thinking Digital '17
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A bit about Atom



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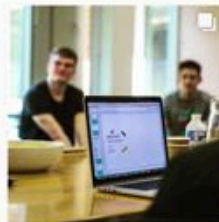
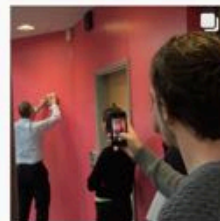


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