

Marketing

Boosting business



Providing the best possible service to the whole bank and actively contributing to boosting the business were two of the challenges facing the Marketing area in a year that was once again shaped by the health crisis.

Under the slogan 'The bank that sees money the way you do', launched in 2020, new advertising campaigns were launched, including 'Your accounts from rap to ballads', whose main theme was performed by the musical group Dvicio.

The main objective of these campaigns was to attract new customers through Bankinter accounts, with a notorious and unique advertising style in the financial category.

Television publicity was stepped up and mass digital media actions were deployed (banners and social media), including on YouTube. We also advertised on the radio, which had great results.

As a result of the work carried out in recent years, Bankinter, which already received the accolade of best advertiser in Spain in 2020, was awarded with the 'Gran Premio Nacional de Marketing', the 'Gran Premio a la Eficacia y el Premio Ondas a la Mejor Campaña en Radio' (winning gold in the category of Best Integrated Campaign and silver in the category of Most Innovative Strategy) in 2021.

The bank's efforts in this area were also recognised internationally with a dozen awards at the El Ojo de Iberoamérica festival and it received the 'Mejor Idea Latina para el mundo' prize.

Recent events

Last year, we mainly stayed in contact with customers and potential customers via online events, without overlooking the novelty and appeal of face-to-face contact.

More than 2,500 people registered for the 32 sessions of the Investment Fund Classrooms; the CFO Forum activities continued, this being a content platform aimed at the business world, and events were organised for Private Banking customers.

Online spaces and the necessary materials were also prepared for the launch and promotion of Bankinter Capital Advisor, the new fully digital advisory service.

In addition, our knowledge of customer behaviour was improved through the delivery of new digital footprint projects (Broker, Companies and Blog); and the bases for the measuring and commercial use of the data of the new digital assets created by the bank were set out, and the personalisation of the website was enhanced, both for customers and potential customers, optimising messages, content and simulators.

All of this made it possible to improve the bank's digital capture rates.

Another new development was the launch of the guide 'Better financial decisions for your mortgage', with information on all the steps, procedures and paperwork involved in searching for and buying a home.