



AWARD: BEST STORYTELLING

WINNER: UNION BANK OF THE PHILIPPINES: HEAVEN

BACKGROUND AND CONTEXT

The experience of banking with traditional banks is often negatively influenced by pain points experienced in transactions leading to crippling mistrust. The challenge for Union Bank was to break this perception and to position itself as the viable option to address the pain points.

CAMPAIGN OBJECTIVES

'Heaven' sought to overtake competition and drive increased app downloads and online account opening through a fresh take on the unique, simplified banking experience only Union Bank can provide.

CREATIVE STRATEGY

Exaggerating customer pain points as hell and positioning itself as a "gateway to heaven" was a new take in the banking and finance industry. Oftentimes, brands in this industry take a straightforward and functional approach to describing their benefits or appealing with the use of a celebrity. "Heaven" took inspiration from Dante's Inferno, following the journey of a Union Bank online subscriber in Banking Hell - a dark and unforgiving place where people suffer from different banking pains.

WHAT ROLE DID YOUTUBE PLAY?

Unionbank leveraged **YouTube In-Stream Ads, Bumper Ads, and Non-Skippable In-Stream Ads** as these tools aligned closely with the key objective of high reach and engagement rates. Adding YouTube's **targeting and measurement capabilities**, Union Bank was able to make efficient use of its budget by ensuring the correct targets are hit and optimizing the ads post results of earlier versions.

OVERALL EFFECTIVENESS

The campaign achieved 14.54B impressions and succeeded in driving downloads of the Union Bank app; entering it as one of the top 3 apps in the Finance/Banking category in App Store PH. This resulted from app installations/downloads of 3.83 million users, over 630,000 sign-ups, and nearly 380,000 accounts opened - garnering a nearly 60% conversion rate from sign-ups to opening accounts.



WHY DID THIS CAMPAIGN WIN?

"Heaven" encapsulates the definition of "best storytelling" - painting the landscape of the customer pain points as hell, Union Bank Online App's divine intervention, and salvation for customers who escape the mindset of settling for less. It's a fresh take especially coming from the banking and finance category which often portrays a dry, functional approach to highlighting products and benefits available.

WHY DID THIS CAMPAIGN WIN?

Creative execution that is uncommon to a category is one way to grab a viewers' attention but a meaningful connection can be sustained, even in long-form videos, with the use of relatable stories that are anchored on customer pain-points and tensions.