



AWARD: Best of Singapore

WINNER: DBS Sparks: Season 2, Episode 9

by DBS Bank

BACKGROUND AND CONTEXT

SPARKS, an industry-first online web-series, follows a group of young bankers navigating work and their personal lives. Inspired by true events and client stories, DBS aims to convey that there is more to banking than money, demonstrated through stories of their bankers challenging the status quo, and going above and beyond when solving unusual client challenges. In doing so, DBS showcases clients that when the hassle is taken out of banking, they can focus on what is truly important to them - and what's more important than family?

In Singapore, the pandemic placed immense pressure on the growing aging population, exacerbating the problem of caregiver shortage, and leaving many adults feeling isolated and depressed. DBS produced S2E9 of SPARKS to cast a spotlight on this social issue, and encourage conversations around mental health, and shed the taboo surrounding it.

CAMPAIGN OBJECTIVES

Across the different SPARKS seasons, DBS strives to position themselves as:

1. A leading sustainability champion, and digital leader
2. A different kind of bank that enables customers to live more, bank less
3. A future-ready, progressive employer of choice and a great place to work

In addition to these brand objectives, DBS sought to raise awareness and galvanize action around society's key sustainability and social challenges. To do so, they needed to keep audiences engaged, hence also aiming to increase viewership of their SPARKS series beyond their the View Through Rate benchmark of 30.9% from S2E8.



CREATIVE STRATEGY

The episode revolved largely around the main character Claire's personal growth, and the support she received from her co-workers and boss – deviating from the usual episode plot of Team DBS helping a client.

With mental health being such a personal issue, DBS delved deep into the psyche of main character Claire, who juggles a demanding career while being the primary caregiver of her unwell mother. The audience is involved on her emotional journey, building affinity amongst viewers and supporting long-term engagement to the show. Alongside a clear purpose-led strategy and emotive storytelling, the brand is also seamlessly embedded as the solution to her needs, ensuring strong brand salience throughout.

“Emphasizes both messaging and brand, seems quite planned and comes through quite clearly. The metrics are very impressive as it is almost the entire population of Singapore.”

WHAT ROLE DID YOUTUBE PLAY?

DBS managed to take a pertinent social issue and create awareness around the pain and support needed by care-givers of the elderly suffering from debilitating conditions. DBS utilized YT’s power of housing long and shortform content by splitting the campaign to Big Stories (Full longform episodes of SPARKS), and Small Invitations (Trailers, Cutdowns, Fringe content). Moreover, DBS took advantage of the advanced targeting options of YouTube’s TrueView In-Stream ads to identify audiences most likely to be interested to view and complete the campaign, by using Custom Affinity, Lookalikes, and YouTube Users lists to identify users who has viewed their channel or short form content to be targeted with the full episodes to maximize viewing.

OVERALL EFFECTIVENESS

The campaign was effective in driving the following results:

- More than 3.7M views and 2.5M completed viewings
- 35% overall campaign View Through Rate (14% increase vs benchmark)
- Retargeting audience achieving ~50% View Through Rate; Custom Affinity Audience for Caregiving and Burnout resulted in 42% View Through Rate (over planned target of 25%)



WHY DID THIS CAMPAIGN WIN?

DBS proved that there is a niche for this type of story-led content if the messaging is right and the brand is offering a relevant solution.

By breaking the mold and putting the highlight on a story that is highly relatable rather than the end product, it helps audiences to better relate the product to their personal lives, which in turn encourages long term usership and continuous engagement. Although it required more effort and resources to plan and create this type of content, looking at the metrics they managed to achieve DBS has performed significantly over expectations and showed that this form of content can be a success too.

“Represents the country well, purpose led advertisement that is relevant and close to home when talking about post-pandemic struggles.”

