



CLIENT: ABN AMRO

PRODUCT: PR Campaign focussed on Sustainability

DEADLINE: 17 October 2PM.

BACKGROUND

Fintechs and digitalization are fundamentally disrupting our industry. Climate change, resource constraints and social inequality are challenging our world. Rarely in ABN AMRO's long history has society witnessed such fast, deep, radical change.

Banking touches all sectors of business and segments of society. For ABN AMRO, helping clients at moments that matter has always been our role, our responsibility and our relevance. And what matters hugely to clients today is the transition to a sustainable era. They want to make a positive impact – and they want their bank to help them do that.

We put our positive, proactive purpose at the centre of everything we do. Rethinking our mindset to ensure we have entrepreneurial, energised employees innovating to create the effortless experiences clients demand and pulling together to progress our ambitions.

Sustainability isn't just a risk to be mitigated: it's a business opportunity to capture. We will design models that support inclusion and a fairer society, and develop products that promote the transition to a more circular economy and help reduce CO2 emissions.

CHALLENGE

People are generally skeptical about companies preaching about topics such as sustainability, especially banks have an image problem when it comes to these subjects..

The challenge at hand is figuring out how to bring across our story to the public in a credible manner.

TASK

- Create a PR stunt that brings across the connection between ABN AMRO and sustainability. (*"Show, don't tell"*).

How?

- Utilize a fact based approach, by referring to sustainable activities carried out by ABN AMRO.
- It is important to also emphasize what the added value is for the customer when their bank is engaged in sustainability.
- Think outside of the box and surprise us

KEY MESSAGES

The sustainability shift offers huge opportunities for a bank at the heart of society like ABN AMRO. We want to remain relevant and responsible now and in the future.



TARGET AUDIENCE

As a target audience we want to keep it as unrestricted as possible, which is why we see the Dutch population as a whole as our target audience for this message, including current customers.

Feel free to focus on a specific group to make this campaign as successful as possible.

BUDGET

40K incl BTW

EXPECTED DELIVERABLES

Do: PR stunt (earned media / free publicity),

Don't: Explanation/informational video, TV, Radio

PLANNING

3rd of October - Send briefing

17th of October - Final presentations

ADDITIONAL INFORMATION:

<https://www.abnamro.com/nl/duurzaam-bankieren/index.html>

<https://www.abnamro.com/nl/newsroom/persberichten/2018/nieuwe-campagne-abn-amro-zet-duurzaam-ondernemen-centraal.html>

<https://www.adformatie.nl/purpose-marketing/abn-amro-profileert-zich-meer-en-meer-als-duurzame-bank>

<https://www.abnamro.nl/nl/grootzakelijk/duurzaam-bankieren/apoc.html>

<https://www.abnamro.nl/nl/grootzakelijk/duurzaam-bankieren/peelpioniers.html>

<https://www.abnamro.nl/nl/grootzakelijk/duurzaam-bankieren/vibers.html>

<https://www.abnamro.nl/nl/grootzakelijk/duurzaam-bankieren/circl.html>