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## Press Release

### **Kasikornbank awarded Best Digital Brand Initiative, Application or Programme at The Asian Banker International Excellence in Retail Financial Services Awards 2019**

- **Kasikornbank leveraged on a popular major global sporting event to advertise itself to both new and existing customers**
- **The bank used social media and adapted content to provide a smooth links between bank products and the event**
- **The bank's marketing strategy was successful in growing its customer base**

**Dubai, March 21<sup>st</sup>, 2019** — **Kasikornbank** was awarded **Best Digital Brand Initiative, Application or Programme** at **The Asian Banker International Excellence in Retail Financial Awards 2019**. The awards ceremony was held in conjunction with The Excellence in Retail Financial Services Convention 2019 at Conrad Dubai, U.A.E on March 21<sup>st</sup>, 2019.



*In the picture: John Holder, Chief Technologist, Realities Centre; Wirawat Panthawangkun, Senior Executive Vice President, Kasikornbank; Richard Hartung, Member of the International Advisory Council of Excellence in Retail Financial Services Awards Programme*

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### **Kasikornbank leveraged on a popular major global sporting event to advertise itself to both new and existing customers**

Kasikornbank utilized KBank Live as the main digital channel to advertise itself in the FIFA World Cup Russia 2018, which marked its first time as a main sponsor for an event of this scale. By moving out of traditional patterns of banking marketing activities, the bank managed to reach out to both existing and potential customers who watched the event.

### **The bank used social media and adapted content to provide a smooth links between bank products and the event**

The bank integrated social media including Facebook, Twitter, LINE and YouTube into its marketing communications, with a focus on homogenising the bank's marketing offers and brand messages across all channels. The bank also linked the content of its advertisements to the event's supporters, and changed the content broadcasted daily, in order to seamlessly connect customers to the bank's advertised services.

### **The bank's marketing strategy grew its customer base significantly**

The campaign was well received by customers across the country. The bank grew its customer base significantly, with customer engagement increasing almost threefold during the World Cup period, compared to before the event. The bank's social media presence also increased significantly, with followers more than doubling across all platforms.

The International Excellence in Retail Financial Services programme is one of the most rigorous, prestigious and transparent awards programme for consumer financial services in the world. Covering all of the Asia Pacific, the Middle East and West Africa, the programme was instituted in 2001 to recognise the pursuit of excellence amongst retail financial institutions. The programme evaluates more than 300 banks and non-bank retail financial services players in more than 42 countries, via a rigorous audit-based approach. Detailed evaluation criteria for each category may be found at <http://awards.asianbankerforums.com/retailfinancial/criteria-country>

### **About The Asian Banker International**

The Asian Banker is the region's most authoritative provider of strategic business intelligence to the financial services community. The Singapore-based company has offices in Singapore, Malaysia, Manila, Hong Kong, Beijing, and Dubai, as well as representatives in London, New York, and San Francisco. It has a business model that revolves around three core business lines: publications, research services and forums. The company's website is [www.theasianbanker.com](http://www.theasianbanker.com)

You may visit the Excellence in Retail Financial Services Awards gallery at [https://www.facebook.com/pg/TheAsianBanker/photos/?tab=album&album\\_id=10157080239284804](https://www.facebook.com/pg/TheAsianBanker/photos/?tab=album&album_id=10157080239284804)

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