

Press Release

Embargoed for 28th September 2017

Siam Commercial Bank receives the Social Media Initiative of the Year Award for 2017

- **SCB's "Kid Smile Photo Contest" has garnered 1.5 million engagements, resulting in 400,000 potential leads**
- **The bank has successfully implemented its social media initiative as an effective low-cost marketing tool**
- **SCB has enabled a seamless platform experience for users, which supported a rapid social media marketing**

Bangkok, Thailand, 28th September 2017— **Siam Commercial Bank (SCB)** received the **Social Media Initiative of the Year Award** for 2017 at The Asian Banker's Future of Finance in Thailand Awards Programme 2017. The awards ceremony was held in conjunction with the region's most prestigious retail banking event, the Future of Finance in Thailand Convention, held at the St. Regis Bangkok Hotel on September 28, 2017.

SCB's "Kid Smile Photo Contest" has garnered 1.5 million engagements, resulting in 400,000 potential leads

The bank has utilised real insights to come up with this engaging Facebook campaign to generate leads and promote its new "Jak-Jai" savings account and "insurance with love" insurance. It has found that Thai parents would prioritise insurance and savings when they have children. By making this contest about family and children, the bank was able to engage parents, leading to new customers. This product accounted to 40% of its new customers in 2016.

The bank has successfully implemented its social media initiative as an effective low-cost marketing tool

Through this contest, SCB was able to generate new leads with the 400,000 registered participants with very low marketing costs. As a result, the bank has saved more than \$150,000 from its budget. As for advertisement support, the bank has spent around \$300 for marketing, since the campaign went viral from parents to parents.

SCB has enabled a seamless platform experience for users, which supported a rapid social media marketing

The bank has used a simple technology for the campaign, by just designating a website and linking it to Facebook. Its goal is to make sure its target market (i.e. parents) enjoy the contest experience, therefore enabled a straight-through-process from registration, uploading their entries, to sharing in Facebook.

About 200 senior bankers from award-winning banks in 25 countries in Asia Pacific, Middle East and Africa attended the Excellence in Retail Financial Services Convention, which

recognises banks' efforts in bringing superior products and services to their customers. The awards programme, administered by The Asian Banker and refereed by prominent global bankers, consultants, and academics, is the most prestigious of its kind.

A stringent evaluation process across three months based on a balanced and transparent scorecard determines the winners of The Asian Banker International Excellence in Retail Financial Services Awards, and the positions of various retail banks in the region.

About The Asian Banker

The Asian Banker is the region's most authoritative provider of strategic business intelligence to the financial services community. The company is headquartered in Singapore, with offices in Manila, Malaysia, 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.

For more information please contact:

Ms. Janine Marie Crisanto
Research Manager
Tel: (+632) 985 1551
jcrisanto@theasianbanker.com
www.theasianbanker.com

Mr. Foo Boon Ping
Managing Editor
Tel: (+65) 6236 6526
bpfoo@theasianbanker.com
www.theasianbanker.com