

RAIFFEISEN BANK ROMANIA

Smart Mobile: New customers through Easy Banking, Easy Day

“Time is money”, and the first thing this bank gives you is time, through everything that Smart Mobile represents, starting with the 8 minutes digital enrolment as new customer.

Disciplines / skills: Digital & Digital visual languages / Strategy

The client:

Raiffeisen Bank, a leading universal bank in Romania with strong capitalization and liquidity, has been serving over 2.2 million clients—both individuals and businesses—for more than 25 years. Raiffeisen Bank is all about simplifying your life. Now, one can become a client entirely online—in less than 8 minutes—using #SmartMobile.

Campaign’s Tone of voice:

Souple, fluid, fluent, time conscious, efficient, admirable

The Audience / conversation partners:

Digital born Romanians able to operate and appreciate #SmartMobile’s features.

What:

*Create a digital first campaign for digital-born users to reach out for new clients, by promoting #SmartMobile, Raiffeisen digital’s app created to save people’s time, so they can enjoy life more (properly putting their money to work in the process)

How do we measure success?

- The impact of the idea in generating new, happy customers, through the biggest possible number of downloads & the active usage of the app, following the download
- The likeability & appeal of the creative solution (is it exciting, exhilarating, magnetic ?)
- The quality of the visually related content
- The virality of the creative solution
- The originality of the insight & strategic approach



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Deliverables:

1. A digital first campaign for digital-born users to reach out & secure new clients.
2. Create the most impactful visual content for promoting the app

Technicalities:

A. Google drive folder containing:

a) 1 PDF, **max 2 pages**, explaining: a) the idea - **1 line**, b. The Insight: **3 lines** on how you found it by exploring the pop culture, habits, and challenges of the digitally born generation c. **Up to 3 paragraphs** focusing on how to attract new client cohorts, detailing the app promotion strategy and how it engages digitally native users (methods, mechanics, associations) d. The Expected outcome in 2025 - **2-4 lines**.

b) 3 visual items of your choice.

mp4 format for the video solutions | gif for gif | PNG for the static (Some static posts, posters, exhibit simulations)

c). **A 3 board**, landscape, containing the name of the team, the title of the campaign. The catchy board, essentially selling your solution, is presenting in a concise, appealing form the highlights from **a & b**, following as guidance for headlines: 1. Idea 2. Insight / Tension 3. Strategy 4. Expected outcome + a selection from the visuals.

Samples of A3 competition boards solving similar briefs [here](#).

B. YOUR CV.

Relevant links:

1. [About Smart Mobile](#) | 2. [About the new feature](#) | 3. [#edebine](#) | 4. [Differentiators](#)

Deadline:

Send your solutions on a google drive, under YOUR_TEAMS_NAME link until 31.10. Make sure the link is public before sending the email. The winners are announced on November 7th.

Contact:

andra@thealternativeschool.com | Live Q&A via whatsapp: +40 766 231 478



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Q&A helping you to better solve the brief:

1. Any results we can use as a starting point?

The number of clients who enrolled directly from their phones through the Smart Mobile app recorded an increase of up to 300% compared to the same period last year, indicating the ease and appeal of convenient digital solutions.

2. A possible reference for the digitally born users?

The campaign, featuring David Popovici, for the under 24 years old.

<https://bank.raiffeisen.ro/ro/card-debit-tineri/home.html>

3. Can we integrate influencer marketing to promote the app?

Currently, the bank proudly features David Popovici, the Romanian-born, under-30 Olympic swimming champion, as its brand ambassador.

You are encouraged to come up with new opinion leaders & influencers vibrating on the same frequency as the #SmartMobile Values. Do your best to integrate pop-culture references from visual arts & music for the digitalized Romanians, appreciating the gift of digital simplicity & elegance.

4. Can we integrate artificial intelligence (AI) in the creative solution?

You are encouraged to explore the AI path for high-quality creative solutions (not for the sake of the tool, but for the sake of the outcome). Challenge yourself to craft smart prompts to help you define the right insight and blend AI tools for remarkable overall results. That's also why we will explore the topic alongside experts at #FutureProofCreativity – Fall Module, 11.11-12.12.



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