

# BankWest – “Slap” Campaign



**ADVERTISER:**  
BankWest

**INDUSTRY:**  
Finance / Banking

**CAMPAIGN PURPOSE:**  
Sales / Brand Awareness

**MEDIA USED:**  
Direct Mail (Impact Mail)

## Background

In November 2004 the Western Australian banking sector was dominated by ANZ, NAB and Westpac, with a focus on monthly “flat fee” accounts. These banks all offered flat fee products with comparative features and identical price points.

Facing a risk of losing customers to these competitive offers, BankWest introduced a flat fee transaction account.

## Strategy

Impact Mail was used in conjunction with above the line (TV, press, outdoor) advertising for this campaign. The specific objectives of the Impact Mail campaign were to increase sales of Lite Transaction Accounts to those customers not currently holding a BankWest transaction account, as well as retaining those customers at risk of switching their existing transaction account.

Seven individual segments were identified, with tailored copy according to the account holdings of the customer. Within each segment approximately 10% were not mailed to allow measurement of the mail piece against the above the line advertising.

The Impact Mail piece was mailed seven weeks after the above the line launch to ensure maximum recognition. The above the line campaign ran for a further three weeks after mailing to remind customers to act on the offer.

## Creative solution

The key target market insight was the notion that customers felt they were continually being charged, or ‘slapped’ with bank fees on their transaction accounts.

The Lite Transaction campaign creative showed a man in a helmet which depicted him avoiding being slapped with unnecessary bank fees. The copy within the piece continued this theme by asking the reader to “Stop being slapped”. This creative was expressed throughout the entire campaign.

## Results

The campaign had varying degrees of success across the seven segments, with the highest response rate being 1.1%.<sup>1</sup> According to Bank West this was significant compared to the response from the control group. This group also brought in the highest average balances, contributing to the campaign’s overall success.

## The role of direct mail

Impact Mail provided the cut-through BankWest were after in the letterbox. The creative freedom of Impact Mail allowed BankWest to capitalise on the campaign creative that had generated such a high level of awareness.

<sup>1</sup>Whilst this response rate may appear low, it should be remembered that this mail pack did not have a direct response mechanism.

Impact Mail is a delivery service provided by Australia Post that allows mail to be almost any shape. For information about how you can use Impact Mail in your campaigns please visit [www.auspost.com.au/impactmail](http://www.auspost.com.au/impactmail)