



# How we helped Bankwest secure more business loan customers

**Advertiser:**

Bankwest

**Agency:**

Host

**Industry:**

Finance

**Campaign purpose:**

Increase business loan sales

**Media used:**

Impact Mail; print and radio advertising

## ADMA case study – Bankwest / Host



### Background

Established in 1895 to serve the needs of Western Australia's farmers, Bankwest has grown to become one of Australia's most trusted banks, with a network of retail stores and business centres across the country.

In everything it does, Bankwest strives to deliver a positive banking experience and differentiates itself from its competitors with its "Happy Banking" philosophy.

### Objectives

At the beginning of 2011, businesses were anxiously monitoring interest rates amid speculation of an imminent rise. Bankwest wanted to help businesses through this uncertainty and provide some much-needed security when it came to borrowing money, through a limited-time, fixed-rate business loan.

### Strategy

The strategy was to offer the business loan to prospective and existing customers within the small and medium business sector – the sector most likely to feel the effects of rising interest rates.

However, while Bankwest's interest rate offer was competitive, it needed to develop a campaign that would distinguish its services from other, larger lenders.

### Solution

Host, Bankwest's creative agency, suggested that an integrated campaign with a strong direct-mail element would be the most effective way to reach and attract the specific audience.

In May 2011, Bankwest mailed a dimensional direct-mail pack via Australia Post to 4,000 businesses nationally. A piece of wood, resembling a plaque and embossed with the words "Nail Your Business Loan", and a bag of nails – all contained in a custom-made box sized to fit in a letterbox – were used to create impact and bring the three-year fixed-rate loan offer to life. There was no letter, application form or any of the usual paraphernalia you would expect in a business pack. The direct-mail pack was simple, striking and designed to engage recipients.

Roger Hayes, senior account director at Host in Sydney, says: "To cut through the clutter and grab attention, we chose to use a dimensional mail pack. It delivered a serious message, while leveraging the spirit of 'happy banking', and was a great way of bringing the campaign to life."

Hayes says that the wooden plaque and nails effectively communicated the idea that businesses could "fix" their loan at a set rate – providing them with some much-needed stability in a time of financial uncertainty.

"While it was a multichannel campaign, the direct-mail element really enabled us to reach our target audience. It was very immediate and made a great impact," adds Hayes.

### Results

Bankwest achieved 275 leads from the 4,000 direct-mail packs sent, which was a 7 per cent response rate and well above the 3 per cent target. Of these, 13 per cent converted to applications (30 per cent above target).

The campaign also generated more than double the revenue target – proof indeed that, when executed with breathtaking simplicity, dimensional mail really works.

"Using dimensional mail gave us great results," says Hayes, "and allowed us to bring the proposition to life in a very Bankwest way – a way that's different to other banks."

"... the direct-mail element really enabled us to reach our target audience. It was very immediate and made a great impact."

**This campaign was delivered using Australia Post's Impact Mail service. For more information, visit [auspost.com.au](http://auspost.com.au), call 13 11 18 or speak to your Client Sales Executive.**

This customer story is based on information provided by Bankwest and Host, and illustrates how one organisation has used Australia Post's Impact Mail service. Many factors contributed to the results and benefits described. Australia Post does not guarantee comparable results elsewhere.