


Savings bank group launches new information campaign

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Under the title "First-hand information", Erste Bank and the savings banks launched a new information campaign on 28 June 2009. The campaign has been intentionally kept plain and simple. It does not use any stage settings or actors. "By reducing the campaign to the so-called typology concept, we as a savings bank group are signalling that "less can be more" stated Mario Stadler, Head of Marketing at Erste Bank der oesterreichischen Sparkassen. "Right now, what our customers expect from us is information and good advice. And we want to satisfy this demand in our advertising as well," said Stadler. "Not the products, but our advisory services are what we are highlighting."

A light blue rectangular graphic with white text centered inside. The text reads "Montag bis Freitag ab 7 und bis 19 Uhr".

Montag bis Freitag
ab 7 und bis 19 Uhr

The objective of the new, advertising campaign scheduled to run only temporarily is to signal transparency, easy understanding and accessibility. "And this is exactly what we want to live – literally," according to Stadler. Erste Bank and the savings banks now offer advisory services from Monday to Friday from 7:00 to 19:00 hrs at all branch offices. "Advisory service hours" means that meetings can be scheduled also after normal banking hours to give customers an opportunity to obtain detailed information on their financial matters and provide consulting.

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