

## Erste Bank and Sparkassen with New Advertising Concept

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**01.07.2010**



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The new advertising concept addresses an approach that customers expect of responsible account managers: to analyze issues from different perspectives, to evaluate and find reasonable solutions. This concept is communicated by two presenters: A female and a male. The two characters – Petra Kern and Martin Wohlich – will talk about current topics relating to money on TV spots.

The two characters are very different, but still complement each other. Achieving a good balance – that is the core message of the concept. “The new advertising line is designed to support the intentions of our founding fathers of 1819: to act responsibly towards other persons. The purpose is to show that everything in life has two sides. This balance is particularly important when the core issue relates to finances,” said Mario Stadler, Head of Marketing for Erste Bank and Sparkassen.



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In addition to advertising using classical media, a social media campaign will be launched on Facebook for the first time. On

[www.facebook.com/erstebank.sparkasse](http://www.facebook.com/erstebank.sparkasse)

the new characters will be presented in detail, current topics will be discussed and news from the savings bank group communicated. Additionally, Erste Bank Oesterreich will provide news on current Erste Bank topics at

[www.facebook.com/erstebank](http://www.facebook.com/erstebank)

The first TV spot of the new campaign can be viewed here:

[www.erstebank.at/tiny/tvspot](http://www.erstebank.at/tiny/tvspot)

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