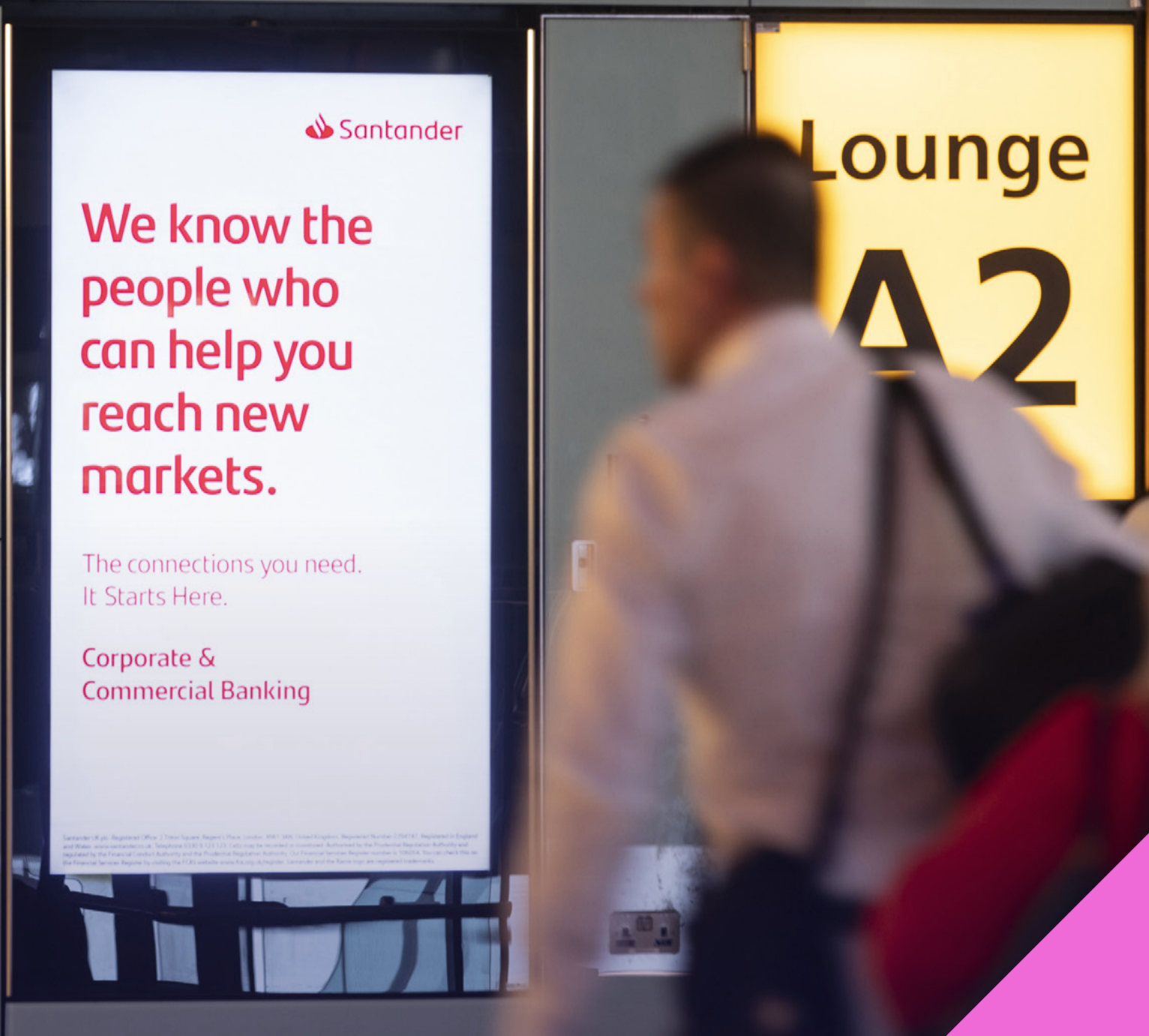


# Santander CCB



**Challenge:**

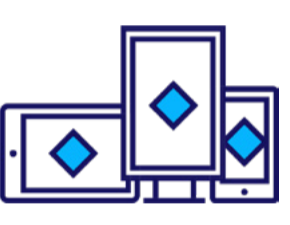
Santander Corporate Commercial Banking (CCB) faced the challenge of enhancing consideration and familiarity among Financial Business Decision Makers (BDMs) within the UK market. Santander's current position of being ranked in the middle of the Financial Business category versus its competitors made it crucial for any campaign to emphasise Santander's point of difference, and to carve out a distinct identity.

Moreover, targeting a niche audience like Financial BDMs posed its own set of challenges, as reaching them effectively would require precision and understanding of their specific needs and preferences.



**Markets**

- UK Nationwide inc Edinburgh & Heathrow airports



**Formats**

- Street Furniture
- Large Format D48 / D450
- iVision
- Transvision
- Digital Motion Frames



**Campaign Dates**

- 15/01/24 - 09/02/24



**Target Audience**

- Financial BDMs

**Solution:**

Santander CCB leveraged data-driven insights to devise a campaign focused on delivering tailored messaging to the intended audience at strategic touchpoints.

Understanding the importance of creative strategy in engaging a B2B audience, Santander CCB prioritised compelling and resonant content that highlighted the benefits of its Corporate Commercial Banking offering.

**Results:**

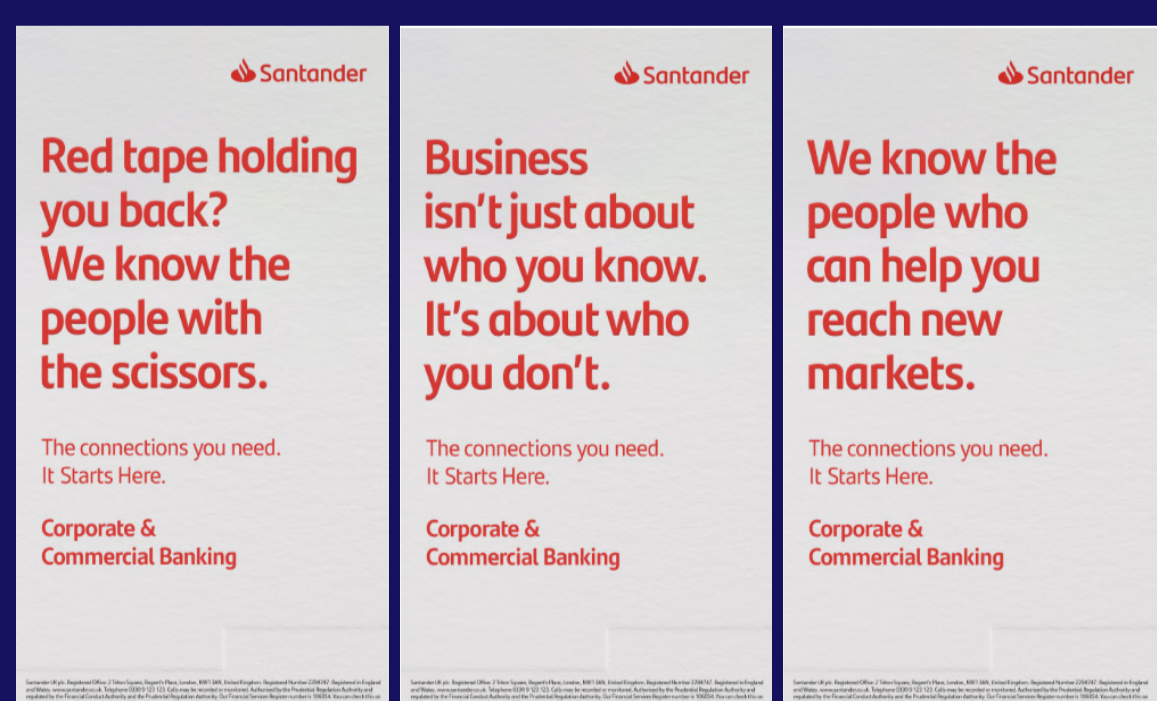
**The campaign yielded significant results aligned with its objectives. Notably, Prompted Awareness of Santander saw a notable 4% increase among the Campaign audience, beating On Device Research's benchmark for the metric.**

Consideration of Santander also experienced a noteworthy boost of 4% among the Campaign Target Audience, with the largest increase observed among those considering a new Business Banking Account.

Amongst the target audience, the campaign exceeded every available benchmark in terms of garnering a positive response to the creative, the campaign messaging, and call-to-action.

It's clear that by strategically deploying simple yet effective creative content that resonated with Financial BDMs, Santander CCB managed to differentiate itself in a crowded market and strengthen its positioning as a reliable partner for Businesses seeking financial services.

	ODR Financial Services Benchmark	Target (Financial BDM) Performance (% point uplift)
<b>Prompted Awareness</b> (Santander)	<b>+1.3</b>	<b>+4% pts</b>
<b>Consideration</b> ('At least consider along with others' - Santander)	<b>+4.6</b>	<b>+4% pts</b>
<b>Creative Response</b> (% Positive)	<b>56.5%</b>	<b>74%</b>
<b>Messaging</b> (% Top messaging)	<b>48.9%</b>	<b>47%</b>
<b>Call To Action</b> (% Any action)	<b>51.6%</b>	<b>71%</b>



**Summary:**

Santander Corporate Commercial Banking's prDOOH campaign effectively addressed the challenge of driving consideration and familiarity with Santander's services among Financial BDMs in the UK market by employing a data-driven approach and leveraging a clear creative strategy.

The results demonstrated the impact of targeted messaging and resonant content in engaging a niche B2B audience and differentiating Santander CCB within the competitive finance sector. Looking ahead, Santander CCB is well-positioned to capitalise on these achievements and continue strengthening its market presence through strategic marketing initiatives.