

CEC BANK ONLINE CAMPAIGNS

CASE STUDY

THE CLIENT

The oldest bank in Romania, founded 148 years ago, **CEC Bank** offers quality services for individuals and small enterprises, with a focus on agriculture and local public administration institutions.

THE BRIEF

CEC Bank approached us on the matter of two projects. They needed an efficient online communication tool, able to offer the customers clear and precise information and, at the end of the day, to generate leads.

Also, they wanted us to raise awareness for the bank's products dedicated to purchasing real estates, with the main goal of determining more and more clients to ask for a housing loan from CEC.

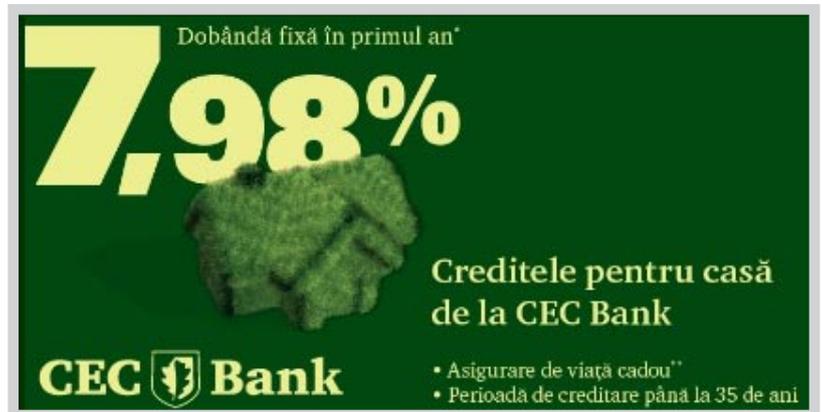
THE PROJECT

As CEC Bank was one of the oldest financial institutions in Romania, we chose to take advantage of this and to build the bank's image as both reliable and with experience, but also open to new ideas and technologies. Our team created the new site with the goal to continually build up this image, while also informing potential clients on the services CEC Bank was providing. We performed an information architecture exercise, based on specific users and market research.

As for generating leads for housing loans, we created a micro-site, *Creditul pentru casa* – www.creditulpentrucasa.ro, with the goal of informing people on CEC Bank's housing loans and also to enable them to contact the bank if they wanted to find out whether they are eligible for a loan or not. Visitors could contact the bank via Yahoo! Messenger or by e-mail, or they could choose to fill in their personal data to be contacted by a consultant of the bank later on.

We wanted everybody who visited CEC bank's site and the micro-site feel empowered and informed, and, in the end, firmly believe that CEC Bank is the bank they should turn to should they need a housing loan.

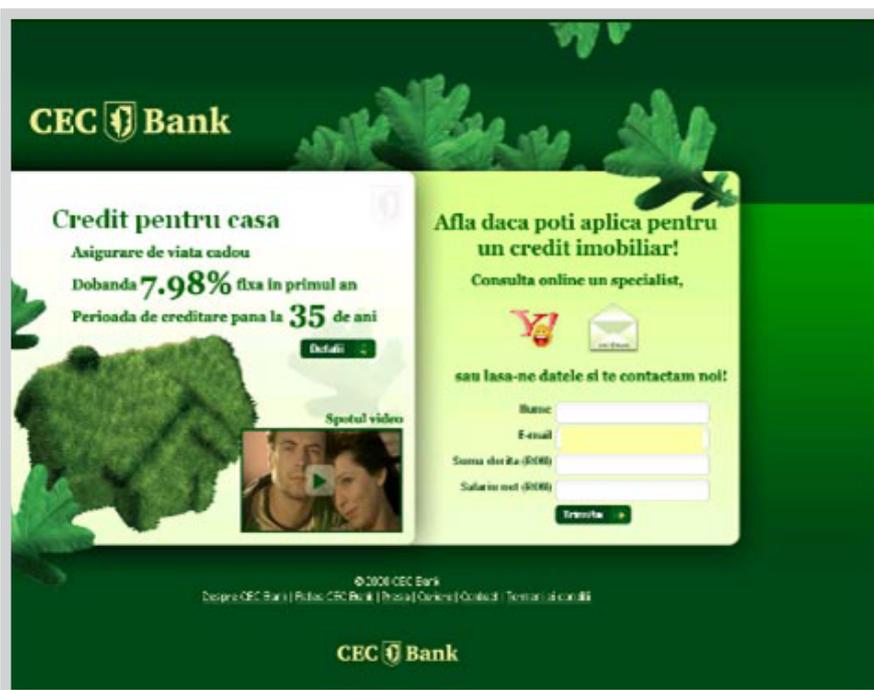
In order to promote the micro-site *Creditul pentru Casa* and the special project *freenews.ro*, we used Google AdWords and banners on selected websites in Romania.



THE RESULTS

The campaign served its purpose. People were eager to find out more on how they could get a loan and so they contacted the bank's representatives. The results were as follows:

- 19,000 unique visitors on the micro-site
- 2,800 conversions (users who filled in the online forms)
- 936 visitors contacted CEC Bank via Yahoo! Messenger
- 1.182 visitors used the e-mail to send their request or questions



An integrated campaign for CEC that served its purpose: people were correctly informed regarding a product they needed, but didn't know much about, and they contacted the bank's representatives to find out more. In return, the bank gained visibility and also an image boost.