



**Commercial
Communications
Council**

Comms Council Beacon Awards 2018

Case Study

Agency Name: FCB Media
Advertiser Name: Westpac NZ
Gold Beacon Award Category: Best Small Budget (Up to \$100k p.a.)

The Inequality Issue

As banks spent heavily on their brands, FCB Media helped Westpac demonstrate its new brand purpose of growing a better New Zealand by sparking a national conversation about leadership gender inequality. Maximising a modest budget, it lifted customer and staff engagement and won Gold in the Best Small Budget category in the Beacon Awards.

Background

2017 was a big year for bank brands and category spend leapt 57%+ YoY as banks re-invested in their brand. But for Westpac, with no spend on brand activity for over a year, it had seen NPS and non-customer consideration plateau. It had, however, developed a new brand purpose: to grow a better New Zealand. Living this purpose involved Westpac significantly changing its business, services and culture and it was ready to tell people about it.

Campaign Objective

The first commitment Westpac wanted to communicate was its belief that a better New Zealand was one with better leadership gender equality. With 47% of its leadership team already female, and a history of supporting the Women in Leadership awards, it was fully committed to the issue.

In highlighting this, Westpac wanted FCB Media to increase people wanting to bank with it, and people wanting to work for it. These objectives would be measured by increases in NPS (current customers); an increase in non-customer consideration; and an improvement in staff recruitment. This needed to be achieved with a budget of \$30k.

Campaign Overview

A Deloitte NZ study showed that while women accounted for 49% of New Zealand's workforce, just 29% sat in roles defined as leadership positions and righting this balance had the potential to drive an incremental \$900m to the national economy.

FCB Media's insight was that leadership gender inequality is one of New Zealand's best kept secrets. The report created an opportunity to reveal this inequality "secret", start a national conversation about the state of New Zealand leadership gender inequality and in doing so provide a platform for Westpac to share its own commitment in a credible way.

With a small budget, FCB Media needed to create an impactful, credible and tangible message that would reach the audience where it would resonate most – identified as the business community – and maximise conversation.

Media Strategy

FCB Media created its media idea: "The Inequality Issue" – a first of its kind partnership with the *NZ Herald*, in which the state of New Zealand's leadership imbalance was dramatised by removing all but 29% of business content from the paper. National press was the perfect platform as it shapes national conversation, could reach business audiences at scale, and had the required gravitas.

In a first for the *NZ Herald*, it agreed not only to run 29% of content across the entire Business section in the special edition, but also on the front page across every paper.

Westpac's design team, NZME and the media agency collaborated on the content – no creative agency was involved. Executing the special edition on the day required painstaking work by the press plant, editorial and production teams – and then only after the main paper for the day had been completed.

The special edition printed paper was delivered to 150 business and social commentators along with a personal letter from Westpac CEO David McLean and a breakfast hamper from My Food Bag, the winner of the 2017 Women in Leadership business award. Issues were also sent to breakfast radio hosts. FCB Media aimed to ignite nationwide conversation, and then join in through broadcast paid and earned media to share Westpac's commitment to the issue.

Following the newspaper deliveries, FCB Media drove reach through owned channels, sharing imagery across Westpac's Facebook and customer eDM. By 8am, the Inequality Issue reached Auckland commuters via digital outdoor panels and shared real-time commentary via a hashtag (#nzwomeninleadership) and digital display amplified the conversation. Westpac CEO David McLean fronted media enquiries during the day.

Results

FCB Media's "Inequality Issue" more than met its objectives.

1. NPS: December 2017 saw the highest result in 3+ years for total NPS, with women customers increasing 64% YOY.
2. Non-customer consideration grew 15%

3. Job applications surged 60% YOY. Over 50% of applicants directly credited having seen the Inequality Issue and Westpac's stance on gender equality.

No other brand activity was in market across this period.

The campaign punctured the national conversation for 24 hours, driving the news agenda from Breakfast on the Hits, Newshub and Stuff, reaching a potential audience of over 2.29m NZers¹.

Social media reached a potential audience of over 1.7m organically² - even receiving endorsement from a competitor bank, praising Westpac for raising the issue. The campaign was also referenced by the Minister for Women during Parliamentary question time.

David McLean, CEO of Westpac NZ, described the campaign's impact on customers, staff and the business as: "exceptional and enduring".

¹ Agency analysis, estimated paid and earned NZ reach

² Agency analysis, estimated social media earned NZ reach