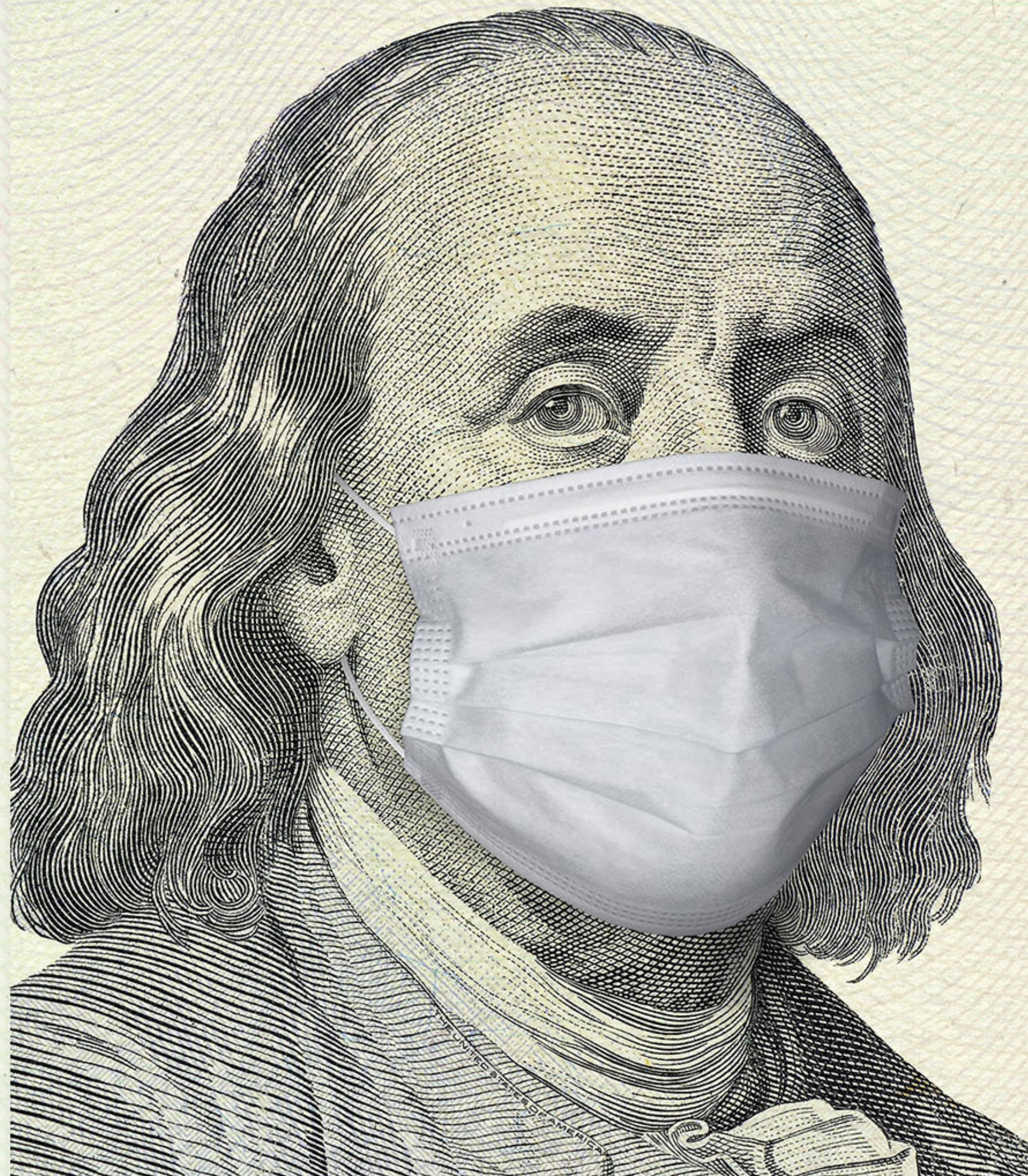


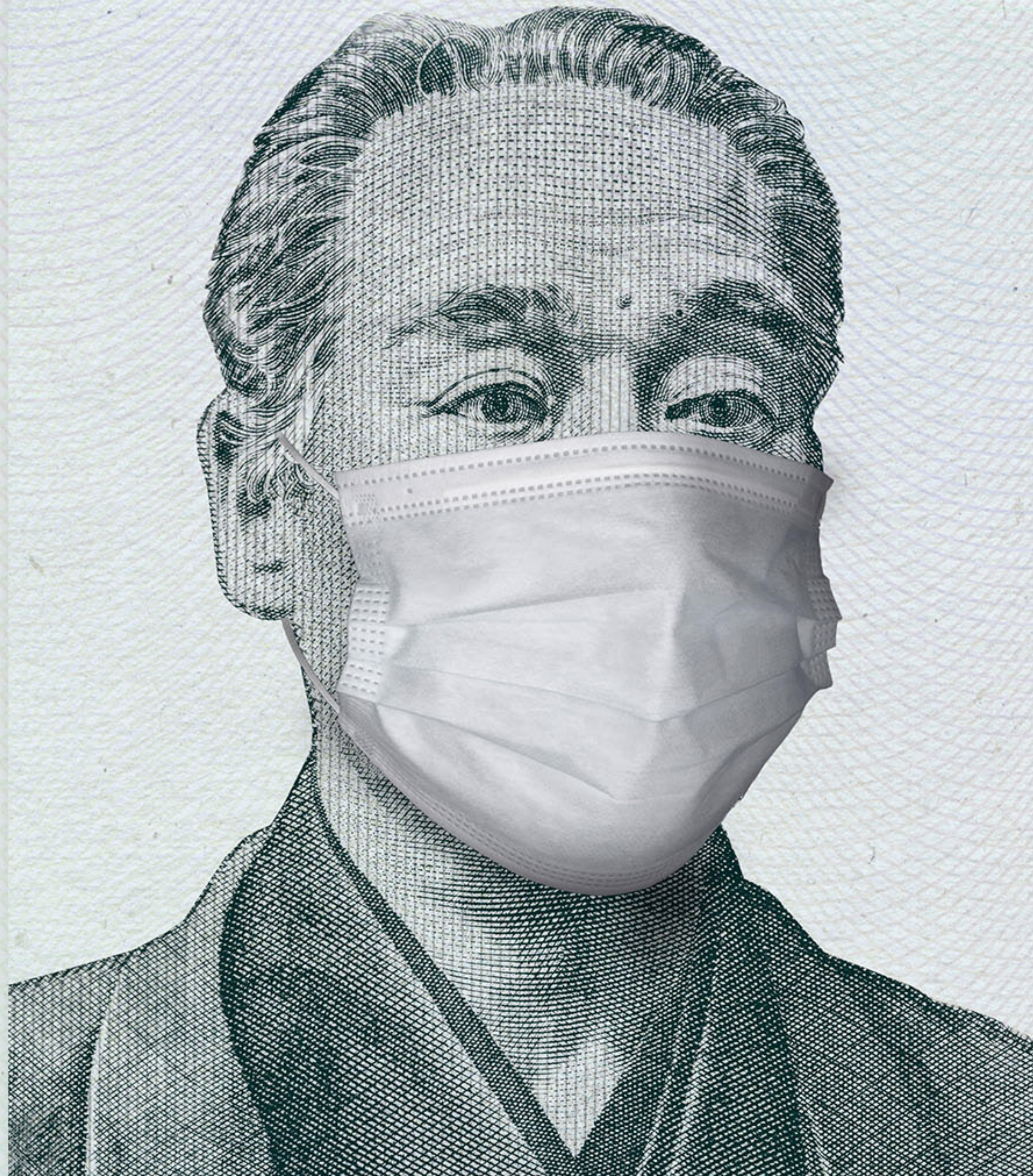
Make your payments
non-cash



Make your payments
non-cash



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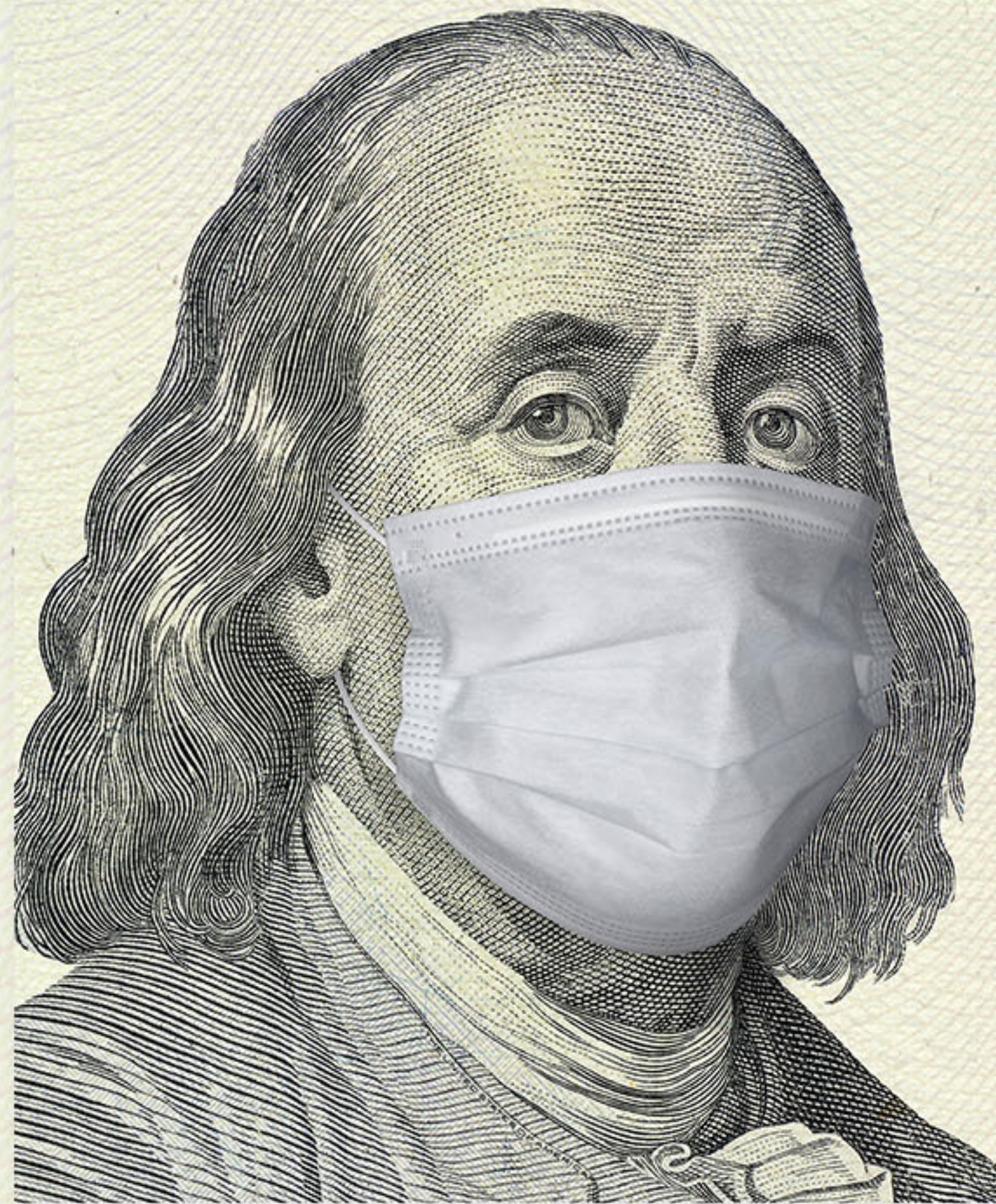
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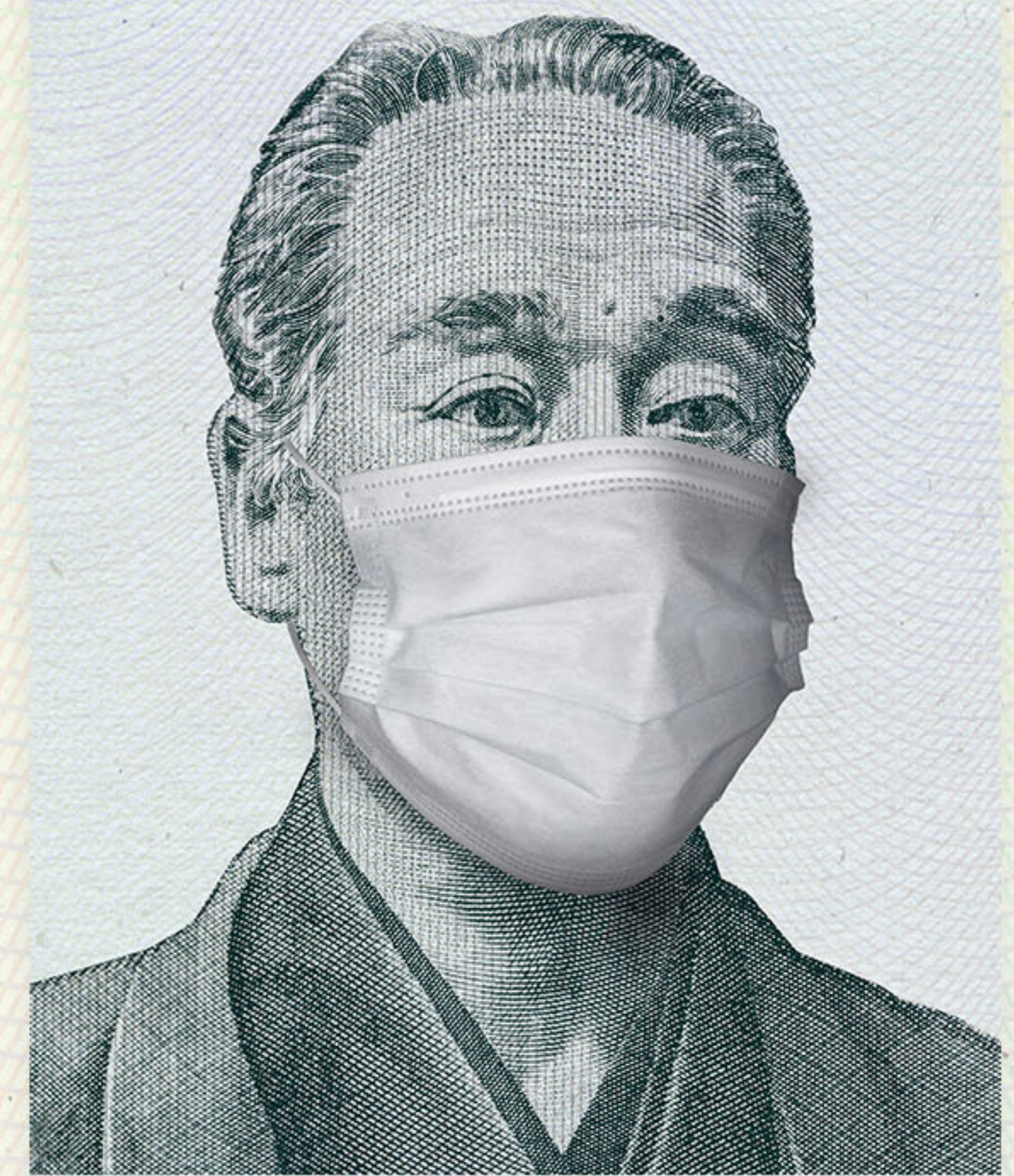
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Background:

The coronavirus pandemic is the main threat to humanity in 2020; it changes people's lives and forces them to change their habits. Given the prevailing situation, health authorities, including the World Health Organization, recommend avoiding using cash in favor of contactless payment methods. Since paper money is often the cause of the spread of diseases, including the coronavirus, which can live on paper for several days.

Creative Idea:

Our campaign was aimed to highlight the health benefits of digital payments. We created a series of digital posters for Rabitabank that illustrated famous politicians depicted on world banknotes wearing medical masks, to create an immediate visual association between the spread of the virus and cash using. Campaign's **"Make your payments non-cash"** tagline usefully complement the indirect meaning of key visuals.

Execution:

We chose the most popular currency in use worldwide for each of the key visuals: US Dollar, British Pound Sterling and Japanese Yen. To make our posters similarly stylized to the money, we used a special "guilloché" pattern, which usually appears on the banknotes. By adding real looking medical masks to the banknotes, we completed the visual idea.

Results:

Even though the campaign was conceived at the local level, it quickly went viral, achieving global reach. The campaign appeared on the key international portals about advertising and marketing, highlighting the importance of cashless payment.



























