

# Imanbek x

# Alfa



Nomination: Digital campaign

Alfa Bank Kazakhstan 2021

# BACKGROUND



Alfa – is the fastest growing digital bank. Our motto is “**For those who love life**”, meaning that we help people live their bright life and enjoy it providing convenient financial products and prompt service. We offer the financial products that help people travel, purchase, create, do the things they love.

# THE TASK

Alfa is the bank for young, positive and progressive people. We need to tell about ourselves to these people being on the platforms where they are.

It is not a secret, that mostly they are internet users: they watch videos on YouTube, create TikTok videos, scroll the Instagram.

So we need to launch digital campaign that will be viral across digital platforms



# SOLUTION



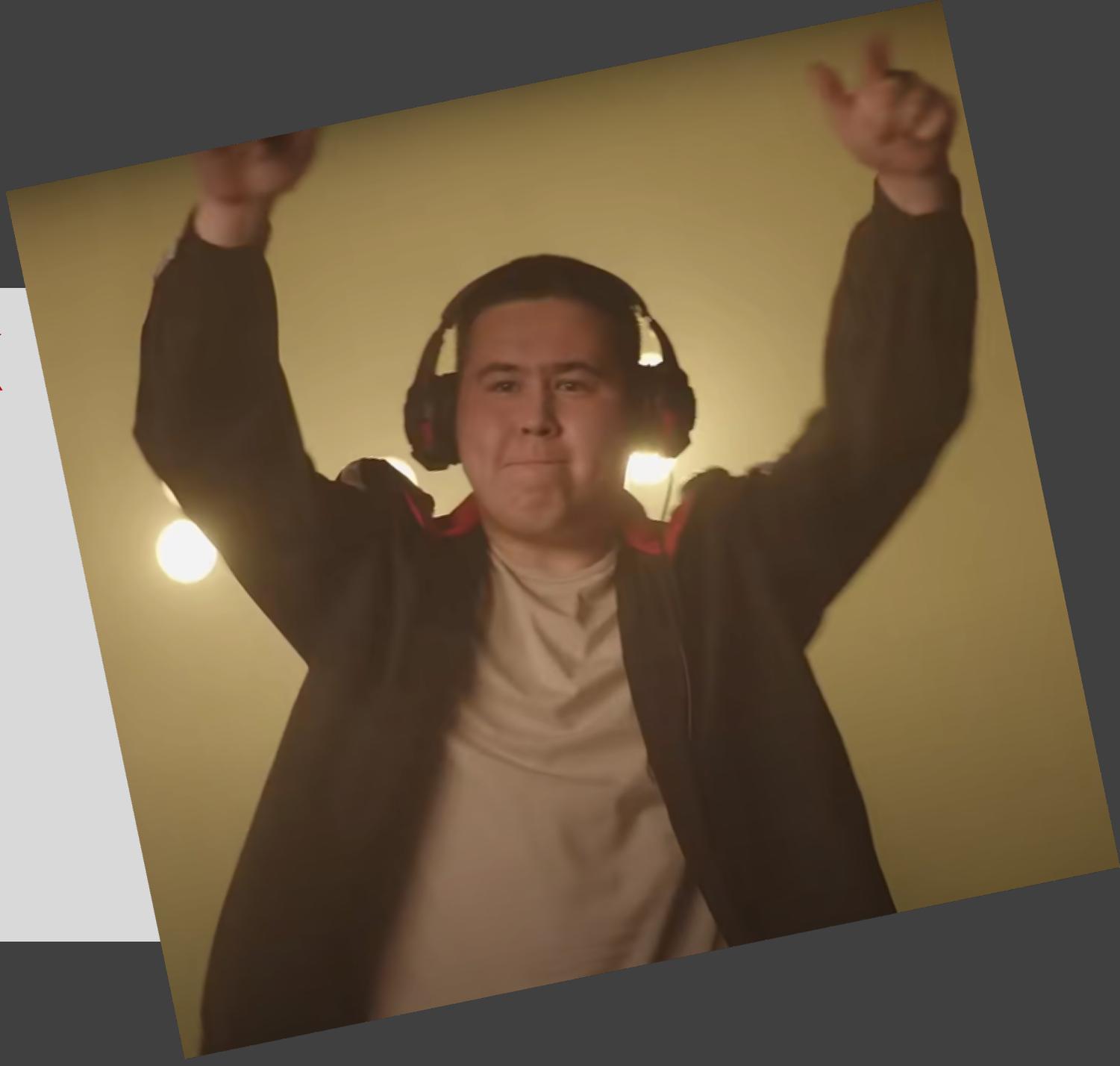
We invited **Imanbek**, worldwide known sound producer that received Grammy award for his remix ‘Roses”, to collaborate and create something outstanding together.

Imanbek is a young talented man that is very popular in Kazakhstan. Many people look forward to new video clips on YouTube released by Imanbek.

# RESULT

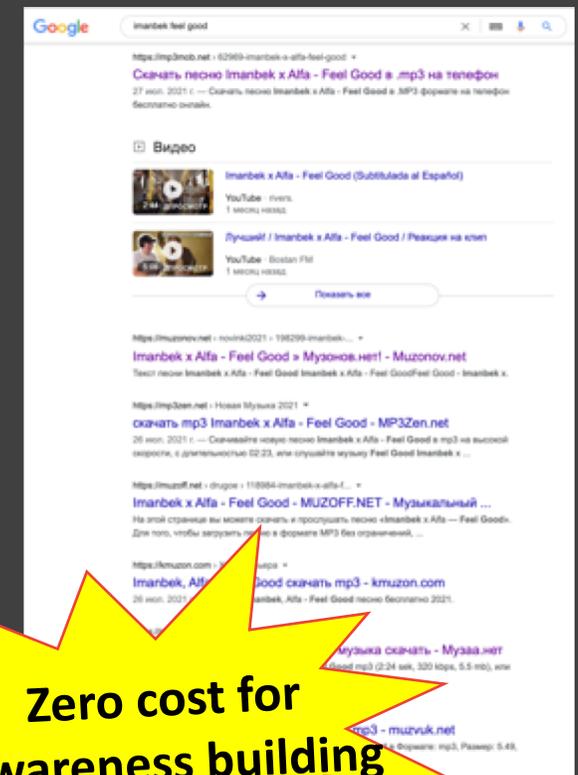
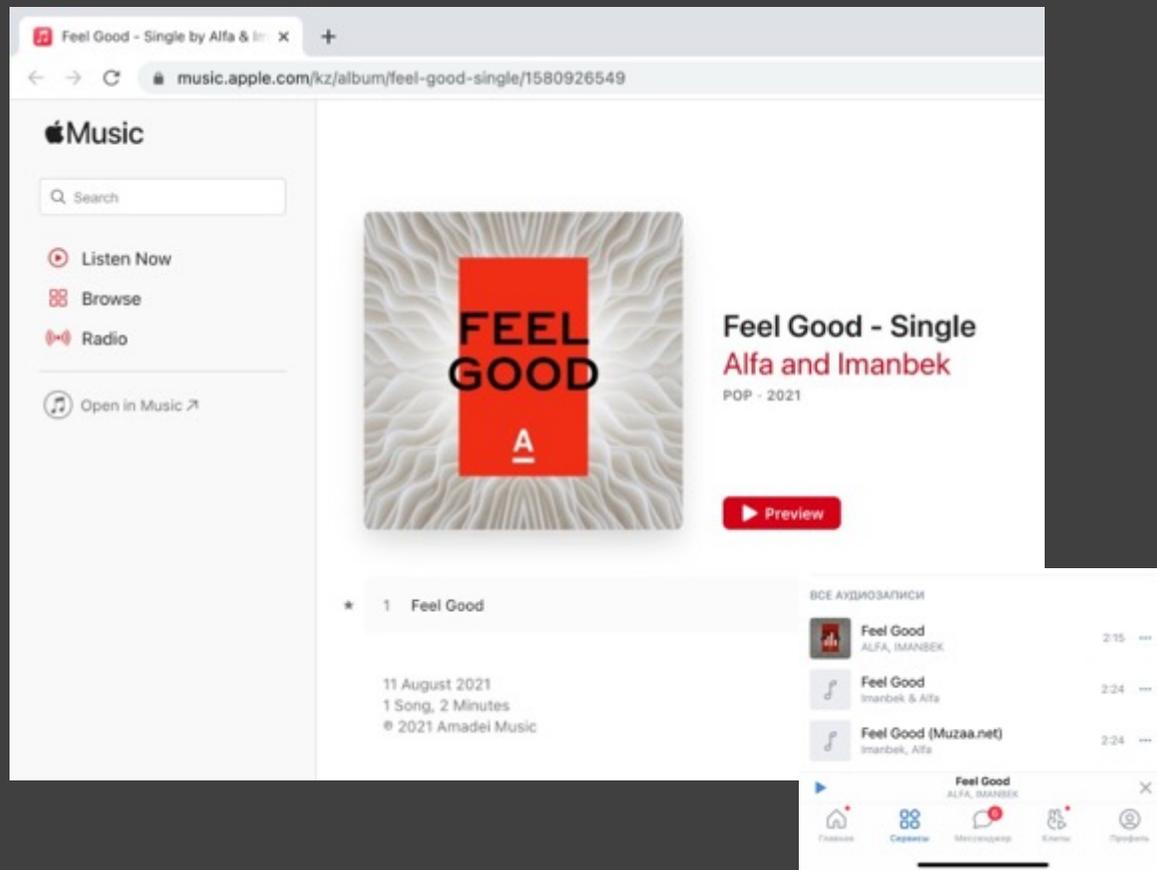
## 1 MUSIC TRACK

First of all together with Imanbek we created positive dance track. We set the goal to reflect our positioning and branding in non-irritable way.



# RESULT

The track became viral, existing not only on **Apple music, iTunes, VK, OK, Shazam** platforms, but also on other **music sites**. It is also available on our call-center line **2051**, so our clients can enjoy it while waiting for the response.



# RESULT

## 2 VIDEO CLIP

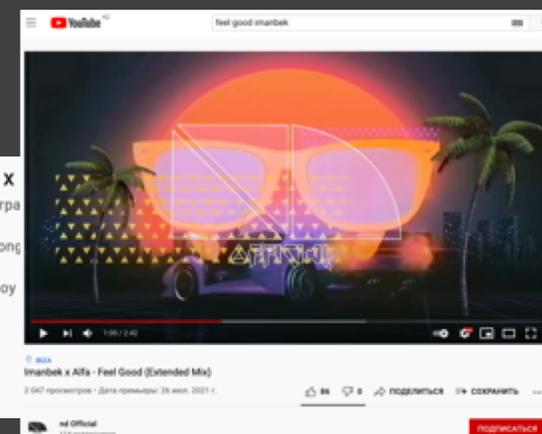
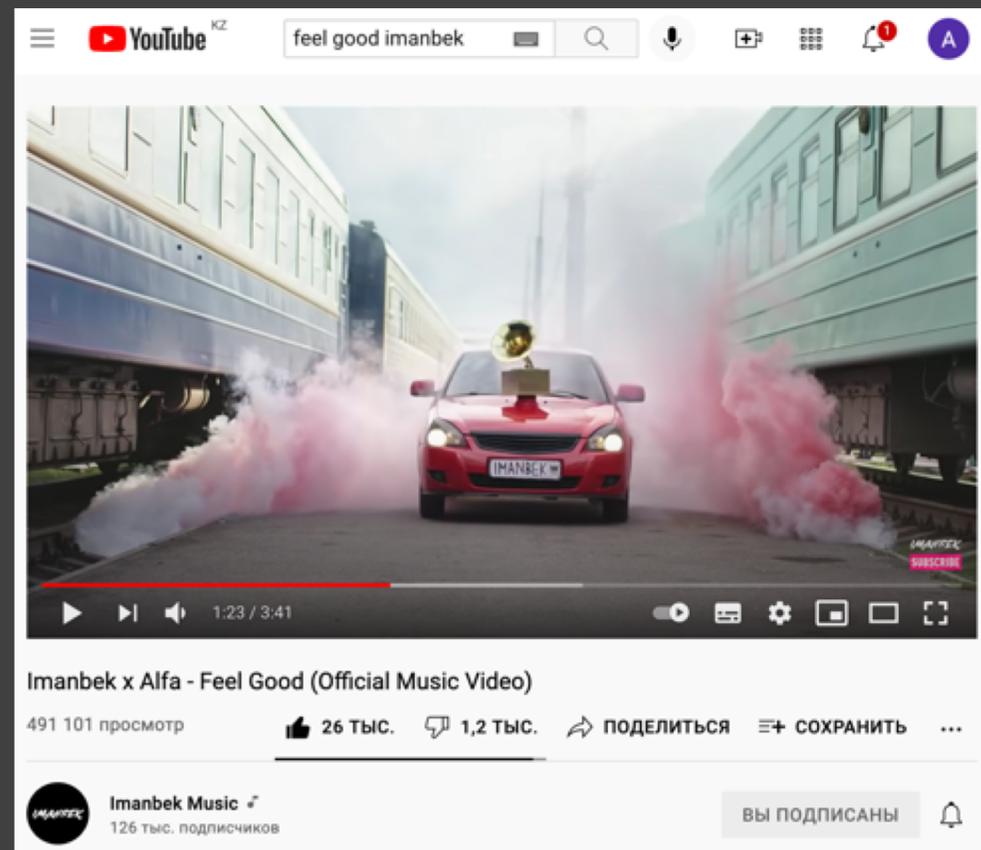
For the music track we also created video clip. The key message of the clip is: if you are positive, love your life and the things you do, then you will be able to make this world better.



# RESULT

Within first month the video gained **more than 500 thousand views** organically (without any cost) on Imanbek and Alfa YouTube accounts, **26 thousand likes** and **2 250** comments (among them ~90% are positive)

Moreover, it became viral and other YouTube channels made a placement of the music track and gained incremental **4 thousand** views.



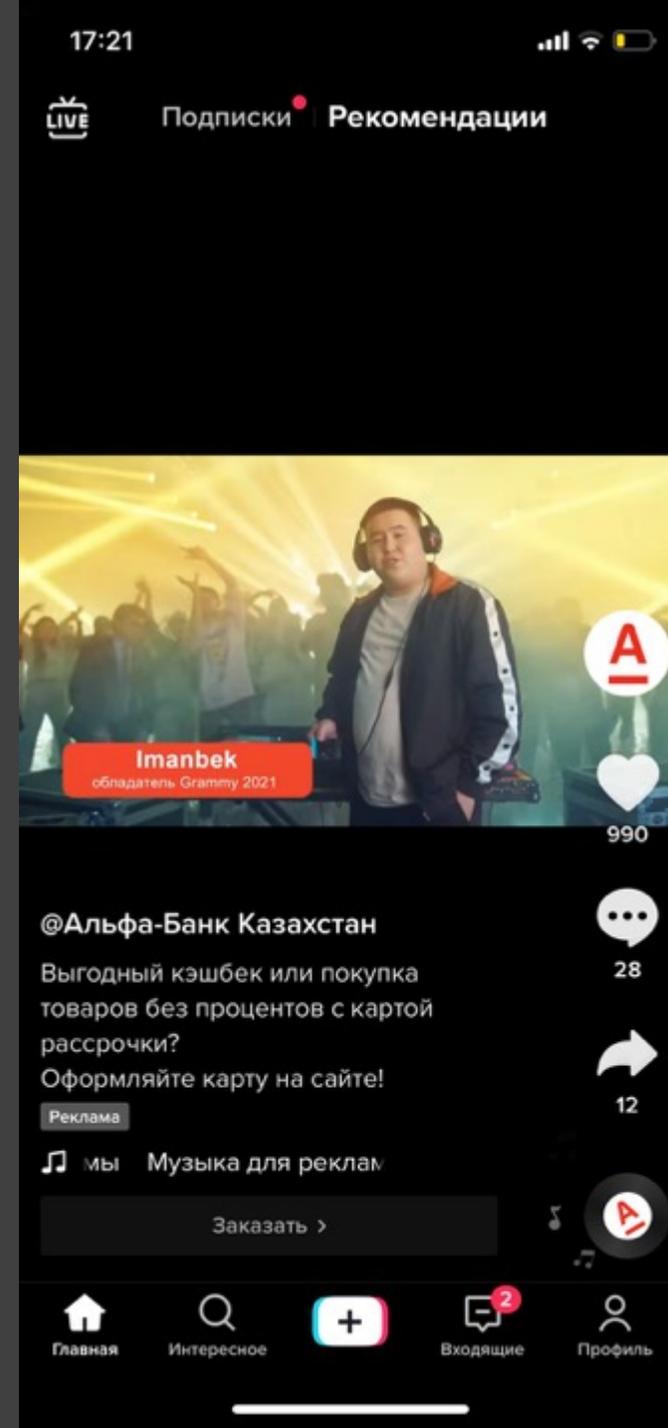
Zero cost for awareness building

# RESULT

## 3 Online Ad

To build incremental reach we show the ad at online channels: Instagram, Facebook, YouTube, TikTok.

Every month we have **more than 4,2 mln views**



# RESULT

## 4 SMM

The collaboration post was placed not only in Alfa's SMM accounts but also in Imanbek's accounts.

To sum up, we reached around **550 thousand people organically (without any cost!)**

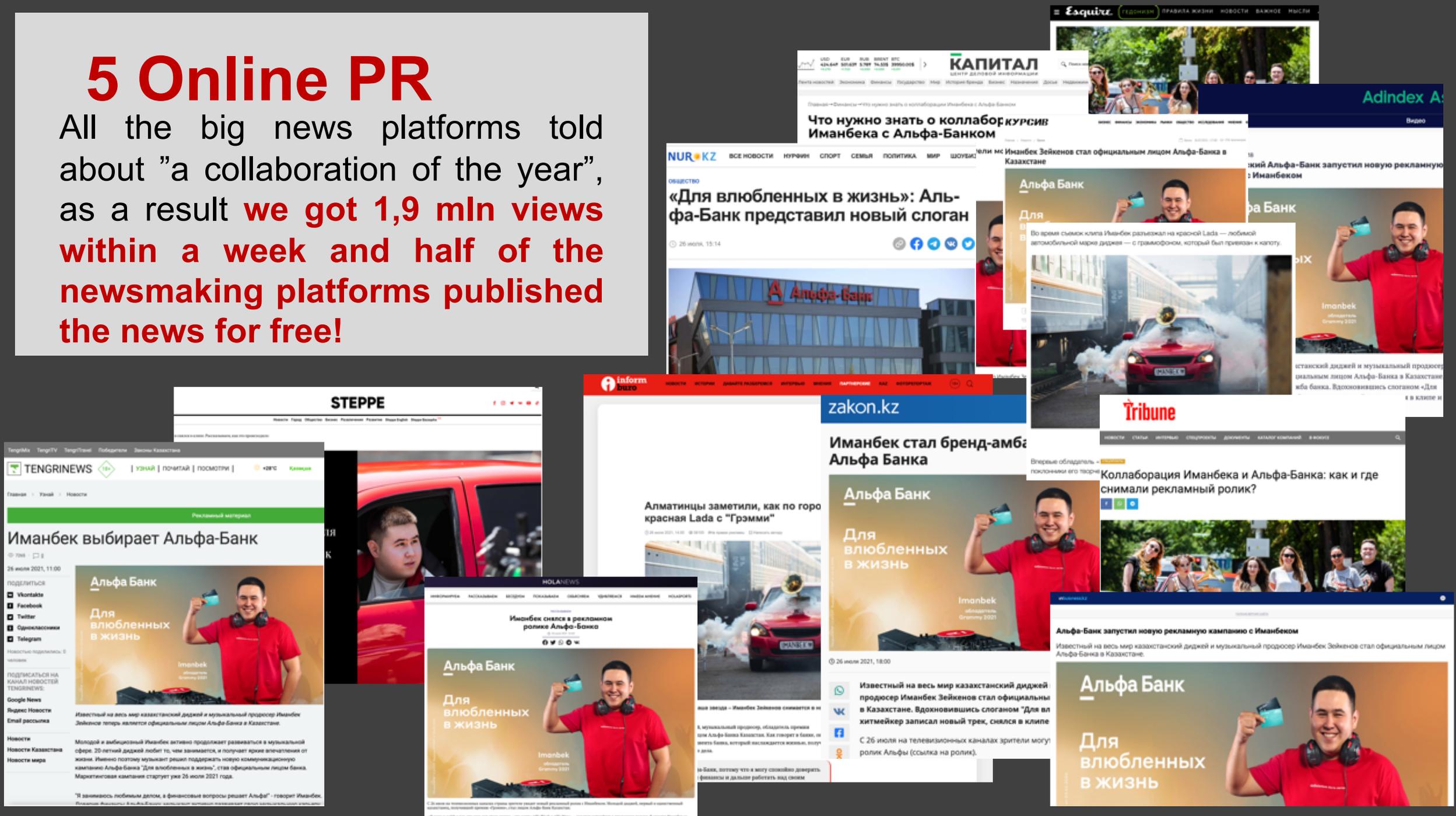


**Zero cost for awareness building**



# 5 Online PR

All the big news platforms told about "a collaboration of the year", as a result **we got 1,9 mln views within a week and half of the newsmaking platforms published the news for free!**



# RESULT

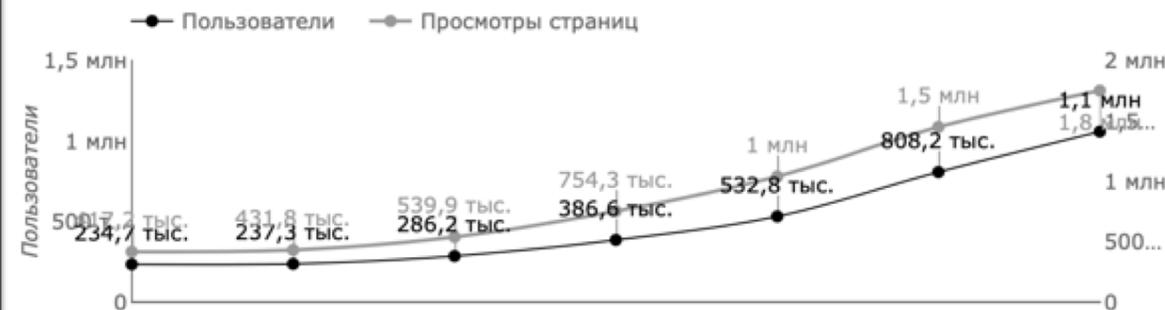
## 6 Digital products

The site [alfabank.kz](http://alfabank.kz) the communication with Imanbek gains around **2 mln views monthly**, the mobile app "Alfa-Bank Kazakhstan" has more than **400 000 views**

### Mobile app



### Traffic to site [alfabank.kz](http://alfabank.kz)



With the start of the campaign the traffic to the site boosted from 300 thousand to 1,8 mln views

**Zero cost for awareness building**



As a result we reached around 6 mln people online with 50% of the reach gained at zero-cost. The viral effect of the campaign helped to spend ~x2 less per reach vs usually



**THANK YOU**