

AS A BUSINESS LAUNCHING A NEW PRODUCT INTO THE UK MARKET, WE WELCOMED THE PROACTIVE AND FRIENDLY APPROACH FROM THE EXPERIENCED TEAM AT DAEMON GROUP. THEY LISTENED TO OUR CHALLENGES AND PROVIDED A STRATEGIC APPROACH WE KNEW WOULD WORK FOR US AND OUR TARGET MARKET. WE ARE DELIGHTED WITH THE RESULTS TO DATE AND LOOK FORWARD TO WORKING WITH DAEMON GROUP GOING FORWARD.



Chris Coomans

Head of Expatriate & Migrant Banking UK

DAEMON LAUNCHES ANZ EXPATRIATE BANKING IN UK

DAEMON GROUP'S GLOBAL REACH ENABLED ANZ TO CROSS THE GLOBE TO LAUNCH IN THE UK WITH LOCAL KNOWLEDGE

CHALLENGE.

To provide ANZ with product launch and customer acquisition material that was effective in the UK market and also provided flexibility across mediums to ensure the longevity of the ongoing creative campaign.

STRATEGY

Utilising brochures, HTML email and an advertising campaign, Daemon Group's creative approach leveraged some of the key positive aspects of the expat lifestyle. Focusing on three concepts - aspiring, home and life stage, the campaign was designed to play on Australian and New Zealanders missing those elements of home to entice people to join the bank. A secondary program is currently being developed for customer management.

RESULTS

In addition to raising the overall profile of ANZ and its Expat Mortgages in the UK market, the campaign helped to position ANZ as an organisation dedicated to helping the expat market realise some of its dreams.

www.anz.com/uk/expatmortgages

