

SOCIAL ADS IDEATION

AION BANK

A HARVEST AND VANDENBUSKEN COLLABORATION

CONTEXT

Harvest

- Social strategy
- Campaign monitoring / optimizations

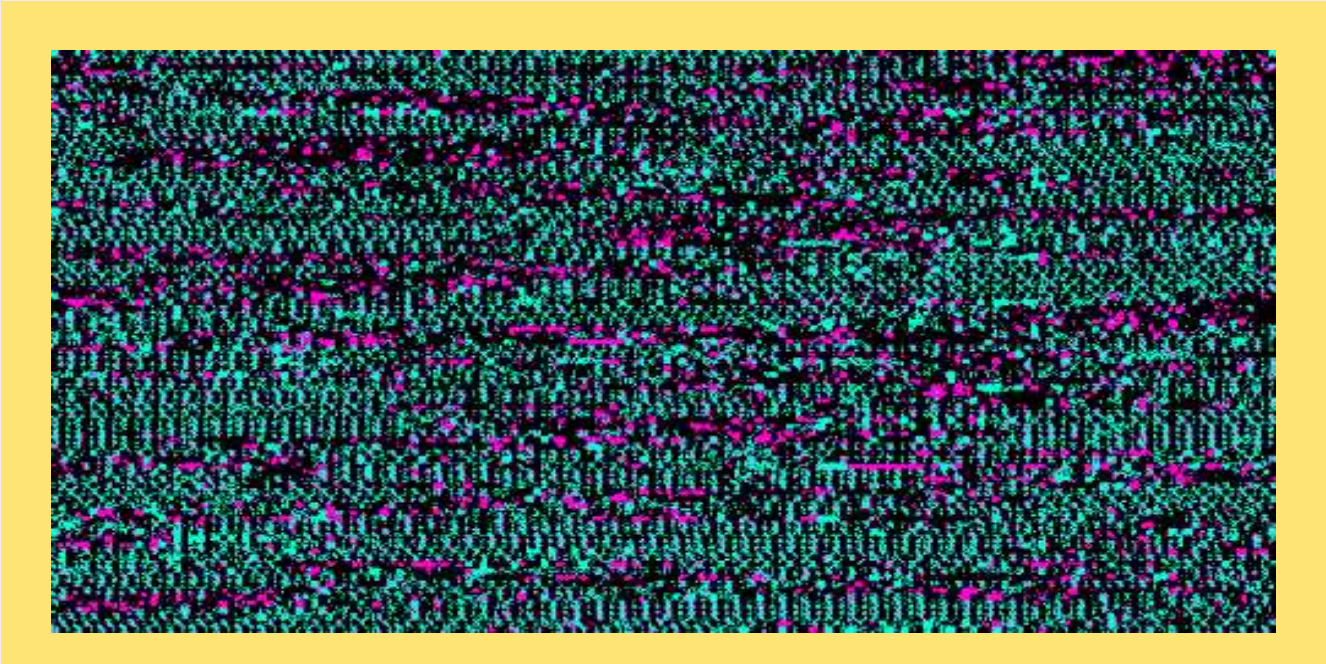
vandenbusken

branding & dialogue marketing

- Ideation
- Creation

aion bank

WARNING.. ANIMATIONS INCOMING

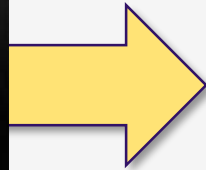


BRIEFING

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- Focus on the Premium Memberships of Aion bank
- Main benefit: all-inclusive banking
- High brand awareness in Belgium already
- Focus on “broad audience” but keep two core audiences in mind.
- Ideation to be in English.
- Focus on FB/IG assets, but keep in mind possible adaption to future channels (like TikTok and Snapchat)

EXISTING ADS AND COMMERCIALS



STOP WASTING, START MAKING

- “Bang” in the market
- Aion positioned as “disruptive innovative bank”, challenging the status quo
- Focus on emotions



CONSEQUENCES

- Aion well-known in Belgium market
- Market in doubt:
 - Do I waste money at my own bank?
 - How does Aion makes sure I will make money?



DESIGN

- Gap between look & feel of ads and website
- Our challenge: to find solution, which:
 - Gives freedom in design → Outstanding ads and possibility to create variable designs per target audience
 - With a smooth transition from ad to website (recognition)



STRATEGY

STRATEGY

From...

"What I did at my current bank"

Stop with:

- Waste
- Waste
- Waste

To...

"What I should do at Aion"

Start with:

- Maximize
- Optimize
- Earn
- Enjoy
- Etc.

STRATEGY



Too good to be
true?

To...

"What I should do at Aion"

Start with:

- Maximize
- Optimize
- Earn
- Enjoy
- Etc.

TIME TO CONVINC!

Aion benefits

The benefits of all-inclusive banking in general.

Highlight the USP's

USP's included in this premium membership (overview / what's in it for mee).

Evidence

Figures/facts and testimonials

IDEAS

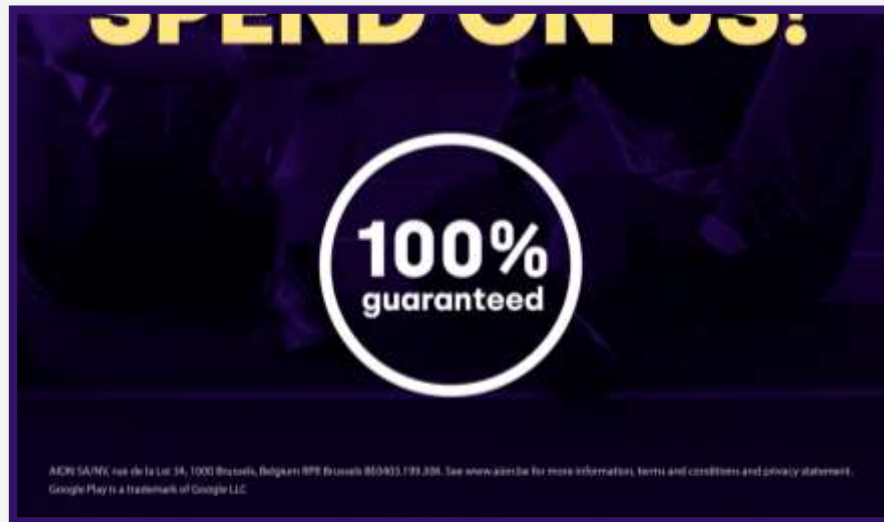
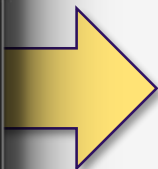
JUST SOME OF THE EXAMPLES ;)

ALL IN ONE



1. Aion benefits.

2. Highlight the USP's



USP SUM UP



1. Aion benefits

2. Highlight the USP's

USP SPECIFIC MONEYMAX



1. Highlight the USP's

2. Aion benefits

USP SPECIFIC



MoneyMax



**Multi currency
accounts**



**Invest without
fees**

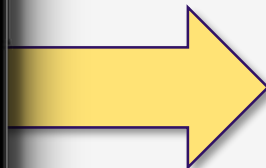


**High interest
saving**

USP SPECIFIC OPTIMIZED FOR TARGET GROUP (INTERESTS)

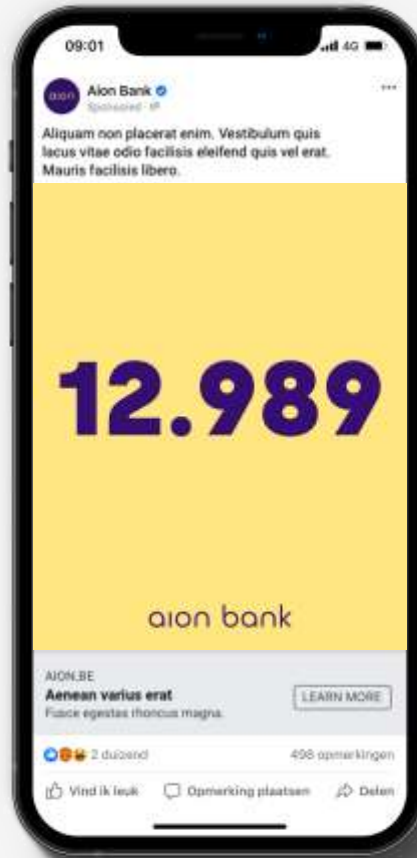


**MoneyMax
General ad**



**MoneyMax
Gamer specified ad**

TESTI- MONIALS



1. Evidence

2. Aion benefits

FEEDBACK

FEEDBACK

- Aion loved the ideas.
- Now planning with Harvest to check which ads would fit the best within their social strategy and budget of Aion.
- We also see some challenges: When does our work stop? And when will Harvest be in the lead?
- But... In general:

A great IDN collaboration, with some more interesting projects to come!

THANK YOU

AION BANK