

BANKING & INSURANCE

10 successful marketing campaign examples

to help you keep your audience engaged and collect data



Introduction

Early 2018, the new Global Digital report from [We Are Social](#) and Hootsuite revealed that there are now more than 4 billion people around the world using the internet. As digital technology continues to evolve, users have new requests and they do not tolerate intrusive ads nor poorly targeted marketing communications anymore. This is also true in the world of banks and insurance companies. Industry players are faced with **ever-demanding consumers who expect financial and insurance institutions to know them**, listen to them, and reward them all along their journey.

It's 2018. Products, services, and even business models are still changing to adapt to this new reality: we see new online contracts, chat discussions with customer services, etc. According to a recent study, [more than 60% of individuals use mobile banking](#) in European countries (2016).

However, banks and insurance companies aren't always the 'sexiest', most engaging or easiest to market. For this reason, one of the challenges is to **break away from the "traditional" industry approach** and its clichés. In order to reach customers, find new clients and engage them, you will need **smart marketing campaign ideas**. Luckily, we happen to have just that!

Here are **9 tactics that banks and companies from the insurance industry can borrow** to find success in making their brand different and memorable.





1 Hold a contest

Everyone likes getting free stuff! Take advantage of that and hold a contest to grab your target customers' attention. Offer participants a chance to win a prize related to your business or to one of your partners'. This way, you can make sure the contacts you get from this campaign are qualified.

SEE WHAT AG INSURANCE DID!

QUIZ — WIN AN ELECTRIC SCOOTER

About: AG Insurance is a Belgian insurance company providing insurances (car, hospitalisation, fire, family, accidents, liability, etc.) and supplementary pensions. It has been present on the Belgian insurance market since 1824.

In the beginning of the year, the company held a contest to promote its "OmniMobility Pack", which can be customised based on the client's family situation and the value of their (electric) bike and other means of transportation (hoverboard, monowheel, etc.). Participants had to answer two questions, along with a subsidiary one, which can be used to determine a potential tie. The prize was an electric scooter with a one-year insurance plan. This campaign was perfectly aligned with AG Insurance's ambition to reach young people and allowed the company to engage its community in a fun way and educate them on new products.

Digital marketing challenges



Engagement



Consumer education



2 Get to know your customers

Knowing your audience and their preferences is an essential aspect of lasting customer relationships. If you are going to stay relevant to them, you need to identify information and collect data. This will also be super helpful to customise communications and offer the different relevant segments what they really are interested in.

SEE WHAT GROUPAMA DID!

SEE WHAT PARTENAMUT DID!



PERSONALITY TEST — WHAT KIND OF MUTUALIST ARE YOU?

About: Groupama is a French insurance group headquartered in Paris with operations in 12 countries.

In order to better understand their Facebook community, they created a personality test for each of their local offices: "What kind of mutualist are you?" The test included situational questions such as how the participant would react if they witnessed an accident or what they do with money found on the ground (give it, spare it, etc.) Based on their answers, each user found out their "Groupama profile" and was encouraged to share it on social media.

2,290
games

1,980
new profiles
collected and
segmented

Digital marketing challenges



Community
engagement



Audience
segmentation



Lead
generation



SURVEY — WHICH SERVICES ARE THE MOST IMPORTANT TO YOU?

About: Partenamut is a Belgian mutual insurance company belonging to a national group. It has more than one million customers, hosted in more than 70 points of contact. Its ambition is to play a pioneering role in the social security sector while being close to its customers.

To capture the opinion of its audience, Partenamut created a survey: participants had to rank the company's services according to what was the most important to them. They also had to fill out a form and indicate whether they were already customers. Once the campaign was over, the results of the survey were analysed. Partenamut was then able to use that feedback to better know and serve its customers, but also to build a database of new qualified contacts and retarget prospects with personalised Facebook Ads and Google AdWords campaigns, based on what mattered most to them.

2,400
opinions
collected

Digital
marketing
challenges



Engagement

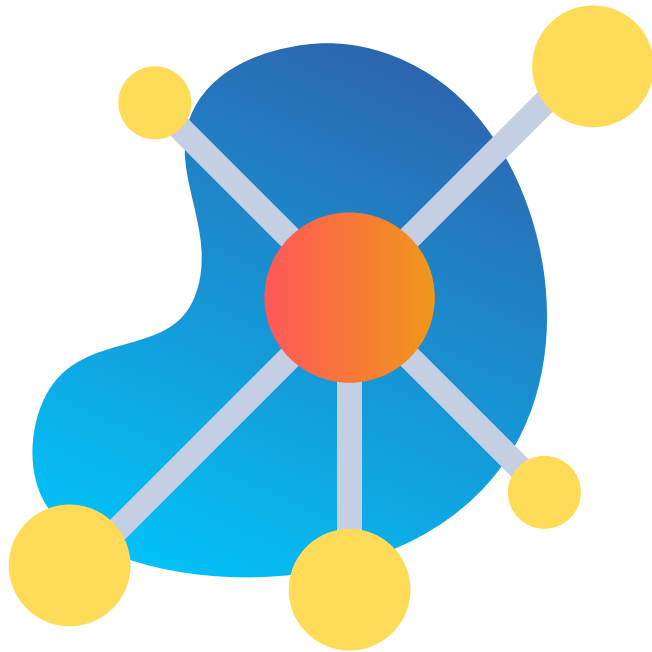


Segmentation
& retargeting



Lead
generation

3 Make your content go viral



Encourage participants to share your campaign or their results to reach a bigger audience. How? Well, of course **when customers love interacting with your bank or insurance company, they want to tell their friends about it.** But it can't always be as simple as that, can it? Sometimes they need a little incentive ;) if you can, try rewarding your participants with an additional prize, extra points, or a second chance when they share your campaign.

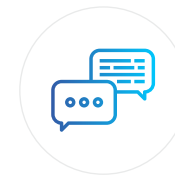
SEE WHAT BNP PARIBAS FORTIS DID!

QUIZ — BNP PARIBAS FORTIS FILM DAYS

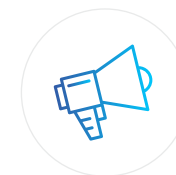
About: BNP Paribas Fortis is an international bank based in Belgium, where it provides a comprehensive range of products and services to more than 3,6 million customers. Every year, they organise the "BNP Paribas Fortis Film Days", a sort of tiny film festival. On this occasion, for four days, all screenings are at half price, whether you are a BNP Paribas Fortis customer or not. This project is co-organised with RTL-TVI (television station) and Bel RTL (radio network).

For the latest edition of the Film Days, the bank organised a contest in the form of a quiz about cinema. It was published both on Instagram and on a dedicated mini-site. Five winners were determined by lot and won duo tickets for the event. Participants were encouraged to share the campaign on social media. Each share gave more chances to win a special prize: a free one-year cinema subscription!

Digital marketing challenges



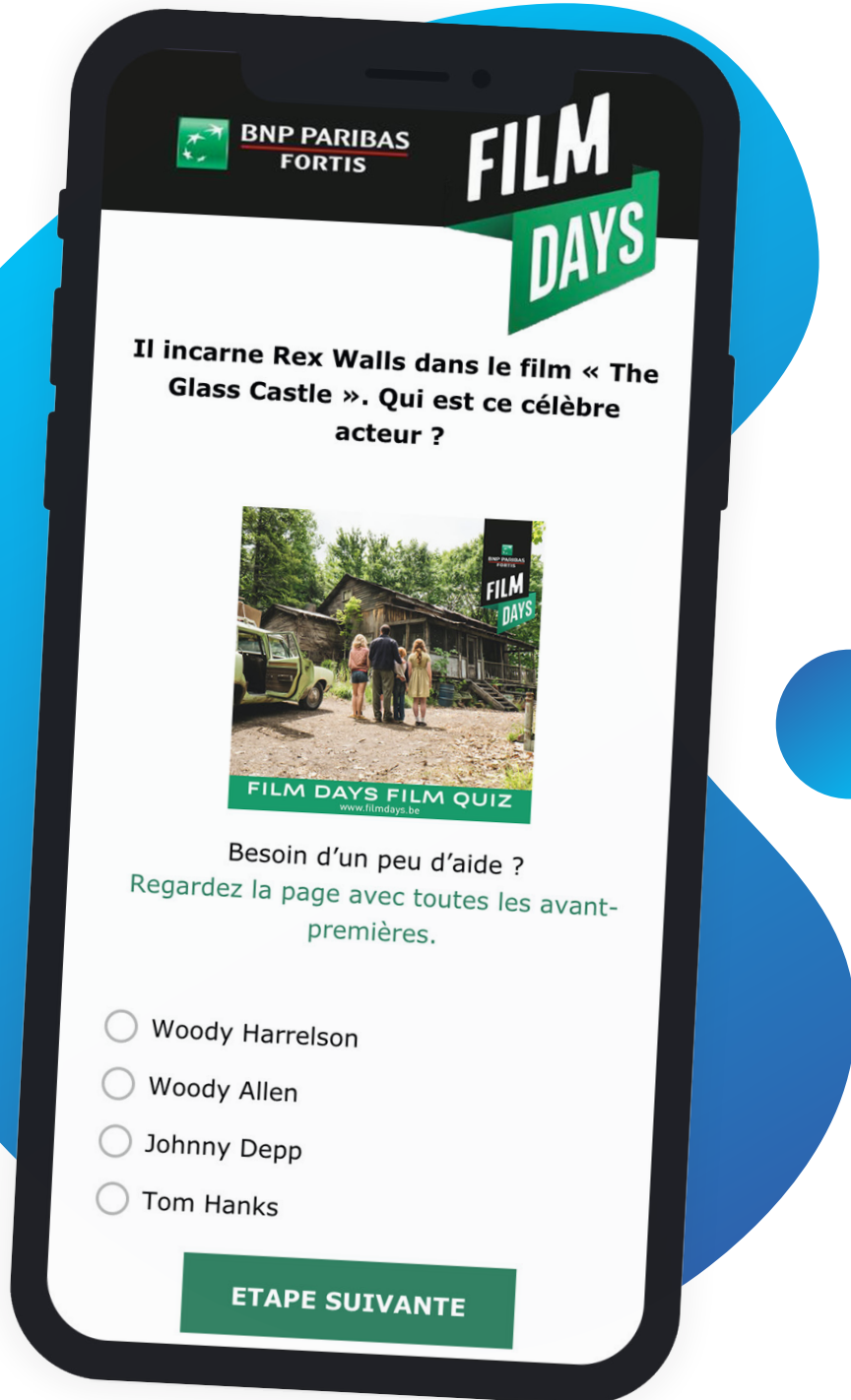
Engagement



Brand awareness
(stay top of mind)



Increase virality and visibility



4 Focus on your community

Consumers today are creating a lot of content to share online, and they do it for a number of reasons: share their experience, build a connection with like-minded people, or to be in with a chance of winning something. The best thing about this [user-generated content](#) is that it typically sparks engagement and brings the chance to connect with new people.

SEE WHAT MUTUALITÉ CHRÉTIENNE DID!



VOTE CONTEST — SHARE A SELFIE AND WIN A SPORTSWEAR STORE VOUCHER

About: The *Mutualité Chrétienne* ("Christian Mutuality" in English) is Belgium's leading mutuality. It offers its members benefits and services based on solidarity and fights for quality healthcare accessible to all.

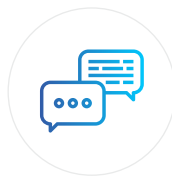
In order to sensitise people to the theme "sport as a means to prevention and health promotion", the mutuality sponsored the biggest running event in Wallonia. It then took this opportunity as a chance to engage more with its audience and build a better community among its 'fans' by hosting a selfie contest on its Facebook Page. Participants were asked to share pictures of themselves taken during the event and invite their social media friends to vote for them. The three most popular entries were rewarded with a € 120 voucher at Jogging Plus (a sportswear store). **Bonus:** in order to boost the number of votes on Facebook, the mutuality also selected a winner among voters by drawing of lots.

2,880
votes

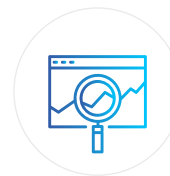
Digital marketing challenges



Brand image
promote its
services



Engagement



Audience growth
(Facebook)





5 Build loyalty

You don't want your marketing to be one shot. Building loyalty can give you a higher ROI. Loyal customers buy more, more regularly, and the cost of selling to them is low. And they are more likely to recommend your business to others! Besides, we live in a world where your competitors are only a click away, so you have to keep your audience coming back. But how do you do that? Take a cue from the example below.

SEE WHAT CRÉDIT AGRICOLE DID!

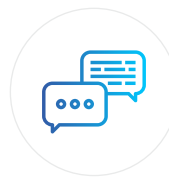
ADVENT CALENDAR — COME BACK EVERY DAY

About: Crédit Agricole Group is a French network of cooperative and mutual banks. It is the 10th largest bank in the world.

It is comprised of 39 regional banks, one of which created an Advent calendar to keep its audience engaged during the holiday period. Each of the 24 windows housed an independent content, so the participant could either enter on one specific day, or on a variety of occasions. This campaign allowed the bank to combine various types of contents and offer a different game, prize or promotion each day. A good way to 'hook' followers and make them come back on a daily basis!

Bonus: the bank also used this campaign to collect newsletter opt-ins for itself and its partners.

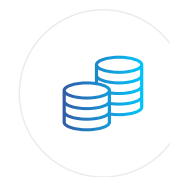
Digital marketing challenges



Engagement



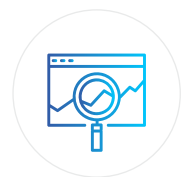
Loyalty



Monetisation



Opt-in
collection



Website
traffic

6 Show that you care

A big part of marketing is about discovering who your customers are (see point 2) and what they value. And then showing them that you care. Get involved in social action projects that will benefit an individual, a community or society. It will increase your visibility, improve your brand image and give your audience one more good reason to engage with you.

SEE WHAT PARTENAMUT DID!

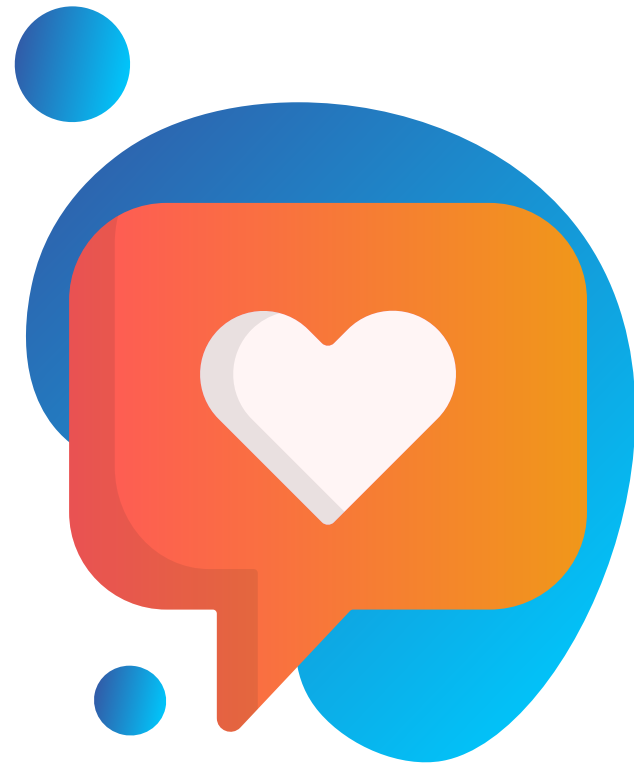


PHOTO CONTEST — EAT BETTER CHALLENGE

Belgian mutual insurance company Partenamut knows that eating well is a challenge. As part of its “Eat Better Challenge” initiative, it launched a photo contest around healthy eating at school. The goal was to encourage schools to commit to a healthier diet through concrete projects. Schools could register and win up to € 3000 to support their project. How? By completing a registration form and explaining why their project should win. For the second step of the contest, each school had to take the most original photo possible (sticking to the spirit of the project), post it on the Facebook page of Partenamut, and try to get as many 'likes' as possible from parents, friends, teachers, families, etc. The 20 most popular photos were sent to a jury who then evaluated the projects and chose three winners. The names of the winners were announced on the Facebook page of Partenamut.

1,850
Facebook
shares

84,670
votes

Digital marketing challenges



Brand image



Engagement





7 Think out of the box to market your business effectively

Here's something you already know: there is a lot of stuff on the Internet. Which means that your target audience is offered a lot of content every day. Too much content. So if you want to stand out, you'll need to get creative and give your audience an experience they enjoy and content they truly want to engage with. So make your content practical, inspiring, and beautiful. Or alternatively, make your interactive content really fun and simple, like Europ Assistance's contest below.

[SEE WHAT EUROP ASSISTANCE DID!](#)

QUIZ — CREATE YOUR PORTMANTEAU WORD

About: Europ Assistance is an international French group, created in 1963. It was the first company to provide medical coverage for people traveling overseas. With more than 7,500 employees, it is now one of the world's leading assistance companies.

37%
opt-ins for E.A
newsletter

3,530
pages
views

Digital
marketing
challenges

Europ Assistance created a Facebook contest in which participants had to create their own portmanteau word made of two destinations (e.g. "Zanzibar" and "Barcelona" became "ZanziBarcelona") to try to win plane tickets. They could submit as many ideas as they wanted, but had to wait until the next day to take another shot. The brand also had a billboard campaign and TV ads working on the same idea.



Engagement



Brand
awareness



Opt-in
collection

8 When it comes to engagement, don't forget about your employees

One of the key factors to running a successful business is to keep your workforce genuinely passionate about their job and motivated to contribute to organisational success. Businesses who manage to do that often are a step ahead of the competition. As a manager, you want your employees to feel pride doing what they do, and loyalty towards your organisation. As the world is changing rapidly, the way you communicate with them must also evolve.

SEE WHAT BANQUE POPULAIRE DID!

SEE WHAT CRÉDIT AGRICOLE DID!

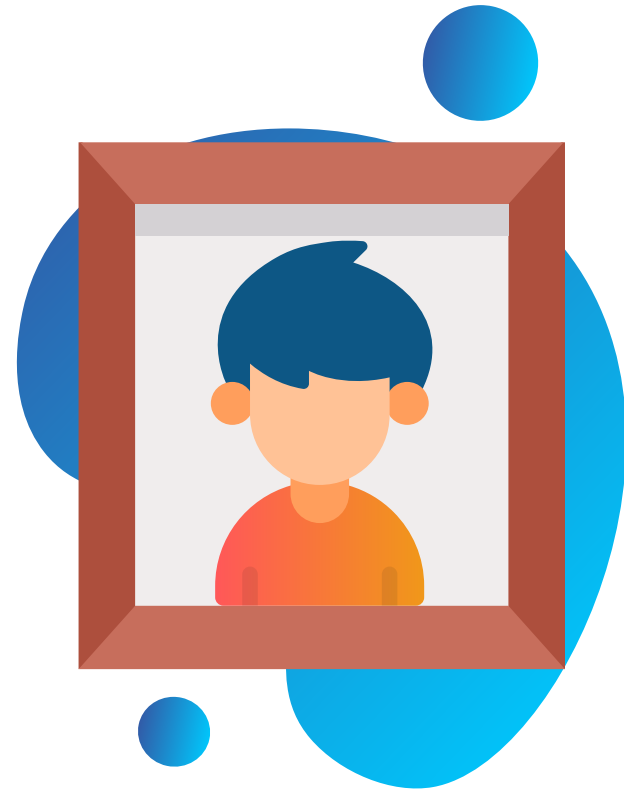


PHOTO CONTEST — HELP US BUILD OUR STRATEGIC PLAN

About: “Banque Populaire” is a French group of cooperative banks. It understands perfectly that employee engagement is about drawing on your employees’ knowledge and ideas to improve your business and be innovative.

For this reason, one of its regional banks reached out to its employees and asked them to submit their suggestions around the development of the next strategic plan. Employees could share ideas around three topics: customer relationship, cooperative spirit, or innovation. To encourage creativity, the bank chose a photo contest format: employees with a suggestion had to visually illustrate it, and send a short description. Later, collaborators were asked to vote for the brightest idea. Among those having received the most votes, the project committee selected 3 ideas to be presented in the internal journal.

52
ideas
submitted

771
votes



Journées Européennes du Patrimoine 2016 JEU CONCOURS RÉSERVÉ AUX SALARIÉS



Quelle institution ne siège pas au Palais Royal ?

- ☐ Ministère de la Culture
- ☐ Conseil constitutionnel
- ☐ Conseil d'Etat
- ☐ L'Académie des sciences morales et politiques
- ☐ Tous logent au Palais Royal



CONTEST — EUROPEAN HERITAGE DAYS

In a slightly different register, French banking group Crédit Agricole opted for a simple way to engage its employees. On the occasion of the European Heritage Days, it organised a quiz for its employees. There were 30 duo tickets for a visit of the Royal Palace. Plus, winners could visit this institution without waiting in line! To enter the contest, participants first had to answer a short quiz of 3 questions about the Royal Palace and select the day they wanted to do the tour. The winners were randomly selected from the correct answers.

672
participations

There they are: 8 proven ways to engage your audience

From these examples, it is clear that producing compelling, original, interactive content is key to keep people playing, clicking, swiping, sharing information. It is also an excellent way to create a strong brand and occupy the minds of consumers, so they remember you easily when it counts.

And all of this can be achieved with the Qualifio platform.





What is Qualifio?

Qualifio is the leading SaaS in Europe for interactive marketing & data collection. It allows banks and insurance companies to easily create and publish interactive contents (quizzes, personality tests, polls, and 50+ other innovative formats) on all their digital channels in order to engage audiences, collect data, and grow revenues.

How does it work?



CREATE

Choose your interactive campaign from 50+ formats, fully customizable and without extra development



PUBLISH

Easily publish it on your websites, mobile apps, dedicated mini sites & social networks



GET RESULTS

Visualise & extract your data and campaigns results in real time



SEGMENT & MONETISE

Connect the platform to your marketing & data tools (CRM, DMP, SSO, Analytics, etc.)

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