

PRISA PRISM AWARDS 2019 ENTRY SUMMARY

CATEGORY: SOCIAL MEDIA AS THE PRIMARY METHOD OF COMMUNICATION
(BEST USE OF SOCIAL TO LEAD A CAMPAIGN)

CONSULTANCY: ATMOSPHERE COMMUNICATIONS

CLIENT: CAPITEC BANK

PROJECT: LIVE BETTER GETAWAYS

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WORD COUNT: 1 080 WORDS (EXCLUDING HEADERS AND NOTES RE THE ENTRY)

OVERVIEW

“The fresh approach exceeded our expectations on several fronts – it grew our Instagram following quickly, it garnered amazing engagement AND it conveyed our product offering. A high-impact campaign with a hard working budget, great work Atmosphere team!”

Charl Nel, Head of Communications at Capitec Bank.

Since its inception under two decades ago, Capitec reinvented banking with its fresh model, based on 100% transparency and simplicity, putting clients in control of their money.

In May 2018, Brand Finance rated Capitec as [South Africa's strongest brand based on satisfaction and reputation](#). Although the bank was much loved by its young and loyal customer base, its social standing lagged. It had low presence on Instagram, the preferred social channel for its fast-growing millennial customer base.

Within three months, Atmosphere's innovative campaign resulted in a 78.4% increase in followers. The campaign not only increased the Instagram following significantly, it also highlighted the bank's loyalty programme, reinforcing the growing premium stature of the bank.

External endorsement followed: In October 2018, the BrandsEye banking index [reported that Capitec Bank rated best in social media conversations](#) above all the other financial services providers across Instagram, Twitter and Facebook.

elenkosi As a varsity student, I save in anyway that I can . Thank you
@capitecbank #LiveBetter

mags_shivanda I need to open a Capitec Account.. thanks for the reminder 🙏

kk_maitisa Is that a vegan delicacy?? I might have to get a capitec card and head on down to #Howick! #LiveBetter!

happy_thebe I have used Capitec bank since 2008 when they had just launched and I opened my card with R10👍 can you believe it, I have been the happiest customer to date and with all the new evolving and convenient changes they had introduced throughout the years it's a cherry on top👍 recently I purchased a flight ticket which only took a minute how awesome was that👍👍 #LiveBetter with @capitecbank

tumelo_masemola I'm here for these drinks really 🍷👉 @capitecbank your #LiveBetter discounts are the plug 🙌🙌

nosipho_sphe I Must Really Make It To #Howick 🙏🙏 @thuso.mbedu Food Is Also One Of The Closest Things To My Heart That 10% Will Do.. Nothing Is Impossible With @capitecbank Simply Because #CapitecDoesItBetter.. #livebetter With @CapitecBank ❤️👍👍

kaymomasela Hoping am not late but this money would be beneficial enough to pay my Fees debts...🙏🙏 A student would finally #Livebettee with Less financial Stress and More Focus ok school 🙏..Please Pull through for one of your clients @capitecbank this would mean the world to me

sibongilelusizi The most convenient bank ever. Myself and my entire family use @capitecbank #LiveBetter

refiloe_chaka My transaction fees were R8.60 and I earned R6.18 interest 🙏🙏 on my positive balance for July on my Capitec account 🙌🙌🙌 It might not seem like a lot, but in comparison to my other account with another bank where I pay north of R200 a month on fees, it's definitely helping me to live better. @capitecbank #livebetter

morganroze Happy Womans Day @thuso.mbedu I was recently dumped by someone I thought, I would spend the rest of my life with. Then I decided to turn my frown upside and live my best life. I don't need to roam the streets with cash, my #GoldCard with both my savings acc and credit card acc...a all in one has made me #LiveBetter . Who needs a man when you got your #GlobalOneCard DOING EVERYTHING FOR YOU.

CHALLENGES AND OPPORTUNITIES

Research:

Atmosphere commenced with desktop research – blogs, news sites, trend articles from leaders in influencer marketing. We ran Twitter polls for insight on client behaviours to inform our approach. We tapped into our existing influencer relationships and interviewed these for insights and trends. We investigated competitors' social channels – their tone, style, how regularly they posted and which posts received the most engagement.

Challenges:

- Capitec had low social engagement by millennials
- Influencers are seen as fickle brand ambassadors
- Capitec is competing with the entrenched loyalty programmes of FNB and Standard Bank
- Existing and new clients were unaware of the banking benefits

Opportunities:

- Its low-cost offering appeals to the millennial market
- Capitec has a strong brand presence
- Millennials aspire to travel and use Instagram for aspirational, beautiful curated visual content
- Competitor content was bland and predictable
- Co-creation of content creates credibility and a higher engagement

Insights that shaped our approach:

Atmosphere combined the essence of Instagram - beautifully crafted visual stories - with the aspirational needs of millennials, while giving exposure to the bank's reward programme in a very visual and authentic way.

Business Objectives:

- Grow market share among millennial market and up the level of engagement
- Grow Instagram presence as an additional communications channel

Communication Objectives:

- Collaborate with Influencers as a marketing channel to promote their loyalty programmes providers.
- Build brand love and stature by increasing the positive sentiment towards Capitec and elevate it on social media.

STRATEGY

We partnered with 12 handpicked lifestyle, travel and food influencers, aligned with the Capitec's brand, to interpret the Capitec's slogan: #BankBetter #LiveBetter on Instagram, focusing on travel destinations in our three main cities. To ensure the campaign aligned to the business objective, we focused on the following:

- Identified the top Capitec merchants that showcased premium locations to build brand stature with the mid to high-end target audiences;
- Selected top tier and micro influencers to align with merchants' locations;
- Directed and co-created content with influencers;
- Incentivised consumers to engage, by offering a once-off prize package of R10 000.

Target audiences:

- National millennials, 25 – 35, male and female. Affluent, educated and/or skilled, aspires to travel, residing in the three main SA cities.

Key messages:

- Join @capitecbank and be a part of #LiveBetter experiences.
- Capture and post your #LiveBetter moments tagging @Capitecbank and use the #LiveBetter in your post so we don't lose you in our feed.
- Check out my latest post to find out how you can win R10 000. Follow @Capitecbank for more details.

EXECUTION

Step 1:

Atmosphere set out to select the top four premium Capitec merchants in Cape Town, Durban and Gauteng.

Step 2:

Atmosphere reviewed all the potential influencers to ensure they had no affiliation to competitors, agreed on deliverables and managed the content creation.

Step 3:

We onboarded the influencers to ensure that the content was relevant to Capitec & the millennial base.

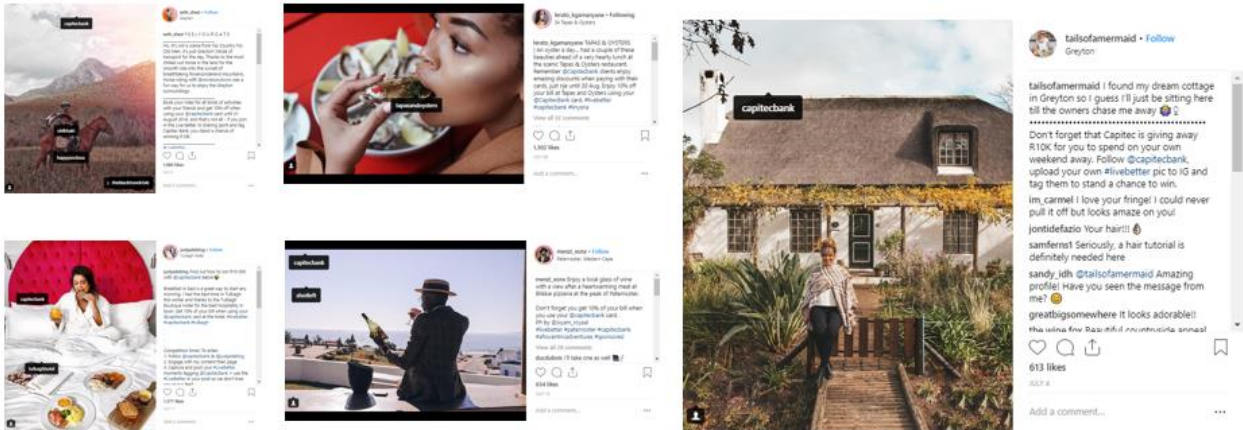
Step 4:

Weekly management of content creation & posting.

Step 5:

Content was boosted in order to amplify the collaboration and leverage the reach on the influencers' profiles. Selected posts per were repurposed for Capitec's owned platforms.

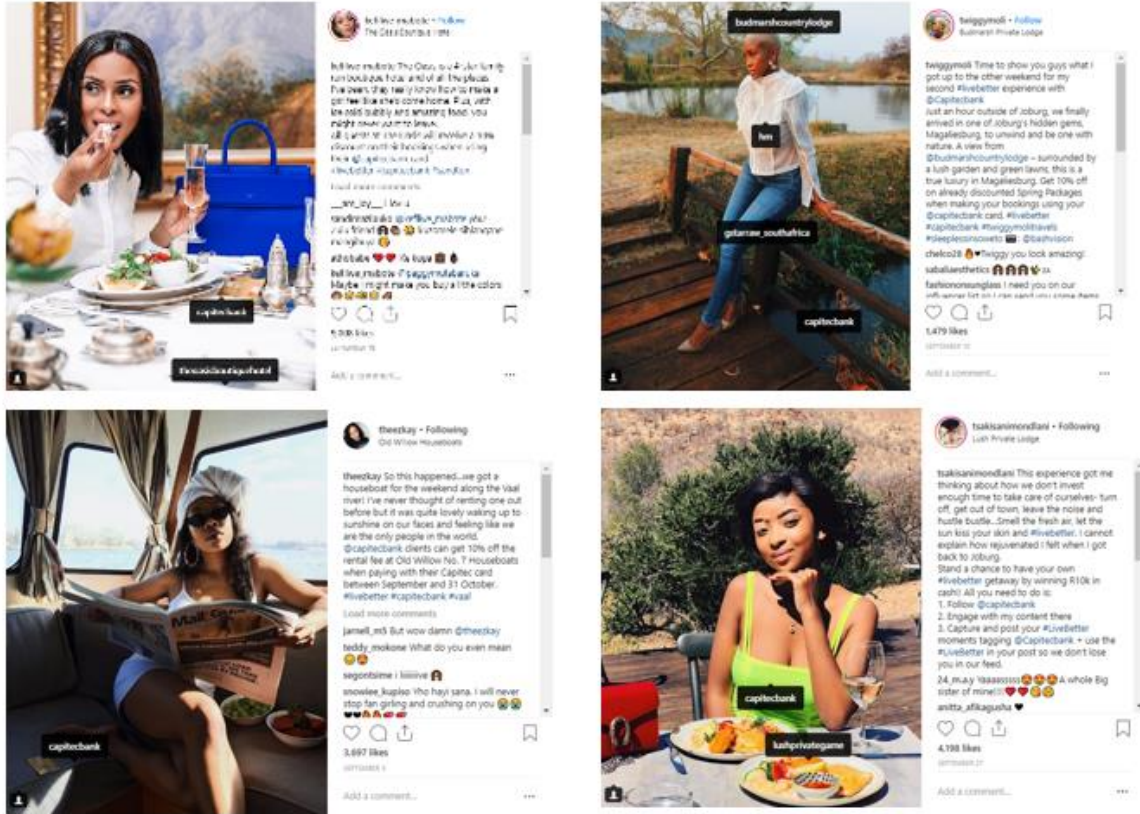
The campaign kicked off with Greyton, Paternoster and then Knysna, followed by Durban.



These activities saw an engagement of 1.7 million – this included likes, shares, comments and views - 1.4 million impressions were delivered over the 8-week period.



Johannesburg marked the last location - influencers visited Pilanesberg, Magaliesburg, Sandton and the Vaal. The posts garnered an engagement of 730 453 and 606 721 impressions.



Challenges:

- Capitec's merchants were challenging to work with. Atmosphere remained involved in all communications between merchants and client to ensure that all parties were fully aware of expectations.
- Ensuring the influencers brand was in line with that of Capitec while maintaining brand integrity.

MEASUREMENT

Business objectives	Delivered by Atmosphere
<ul style="list-style-type: none"> Grow market share among millennials in the three main cities of SA on Instagram AND ensure high level of engagement 	<ul style="list-style-type: none"> 78% increase in followers to 22 300 Total positive engagement of 2 462 418 and 2 072 981 impressions Engagement was 1500% higher than any other banks in South Africa *Capitec now has the largest Instagram account of any financial services provider in SA
Campaign objectives	Delivered by Atmosphere
<ul style="list-style-type: none"> Collaborate with Influencers as a marketing channel to promote loyalty merchants 	<ul style="list-style-type: none"> A total of 196 high quality co-created posts were delivered by influencers
<ul style="list-style-type: none"> Build brand love and stature by increasing the positive sentiment for the Capitec brand and elevate it in the social media landscape. 	<ul style="list-style-type: none"> 100% of posts included the campaign hashtag (#LiveBetter) and tagged Capitec (@capitecbank). Total positive engagement of 2 462 418 and 2 072 981 impressions In October 2018, the BrandsEye banking index reported that Capitec Bank rated best in social media conversations over all other financial services providers across Instagram, Twitter and Facebook.

Appendix

*largest Instagram account of any Financial Services Provider in SA.

Proof: Instagram followers on 12 February 2019

1. Capitec	– 24.1k
2. Standard Bank	– 18.2k
3. FNB	– 13.3k
4. Nedbank	– 13.2k
5. Absa	– 7 280

**Engagement is 1500% higher than any other bank in SA.

Proof: A manual calculation of organic engagement across the big 5 banks. Comparing the total engagement of 40 posts, per bank, and then applying a percentage difference calculator.