



NatWest

Gauging interest in their youth propositions

Media objectives

NatWest is one of the UK's best known high street banks and offers a wide range of banking products and services to young people

NatWest wanted to:

Generate awareness and new customer acquisitions for

- Adapt Account: exclusive account for 11 -18 year olds
- Student Account: for university and higher education students

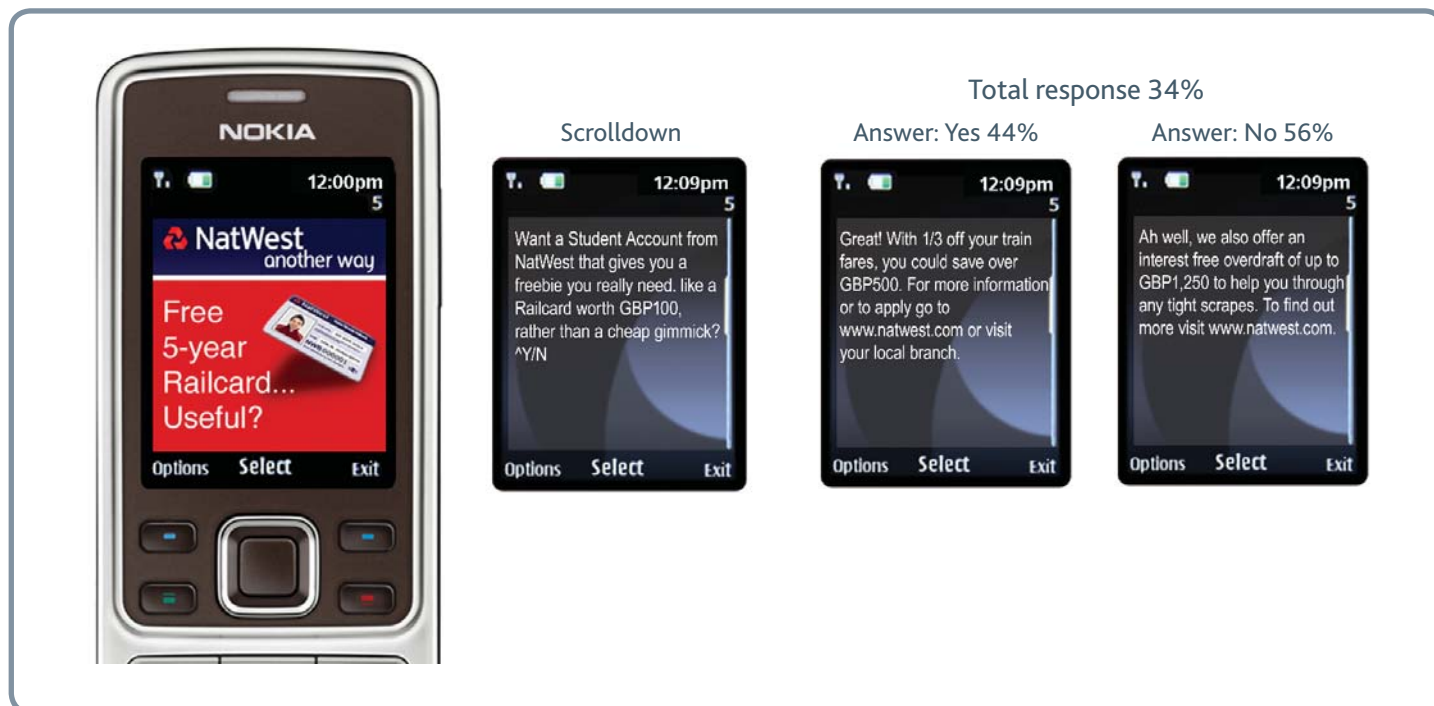
The Blyk Solution

Two 2-part MMS dialogues were created to simulate interest and interaction

- Adapt Account campaign sent to 16 – 18 year olds
- Student Account campaign sent to members 18+ in higher education

Each campaign was delivered on Monday afternoon to maximise response

- An appropriate time for the target audience to be thinking about their finances



Results

The communications stimulated interest in NatWest and its youth products

- 1 in 6 responded to the Adapt Account dialogue
- 76% of which were already aware of the Adapt proposition
- Were then sent details of other compelling benefits
- 1 in 3 responded to the Student Account dialogue
- 44% said they were interested in the account that offered free railcard worth £100

Insights

The higher response rate shows the strength of an incentive-led offer

- Older group may also be more receptive to financial offers

The Adapt Account received the most positive response

- A reflection of a dialogue gauging awareness as apposed to one gauging intent to purchase