

CASE: DANSKE BANK

DEVELOPING AND EXPLORING IMPACT OF NEW DANSKE BANK BRANDING CAMPAIGN

How to bring Danske Bank competencies into play and reach high brand appeal and campaign likeability?



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THIS HAS NOT ONLY BEEN A JOURNEY IN THE ADVERTISING BLOCK FOR US, BUT ALSO AN INTERNAL JOURNEY WHERE WE MUST HAVE BOTH THE ORGANIZATION AND MANAGEMENT ON BOARD. IPSOS' STRONG RESEARCH COMPETENCIES – AND PRESENTING SKILLS AT ALL LEVELS – MAKES THEM A PREFERRED PARTNER TO US.

Chief Consultant, Marketing, Danske Bank





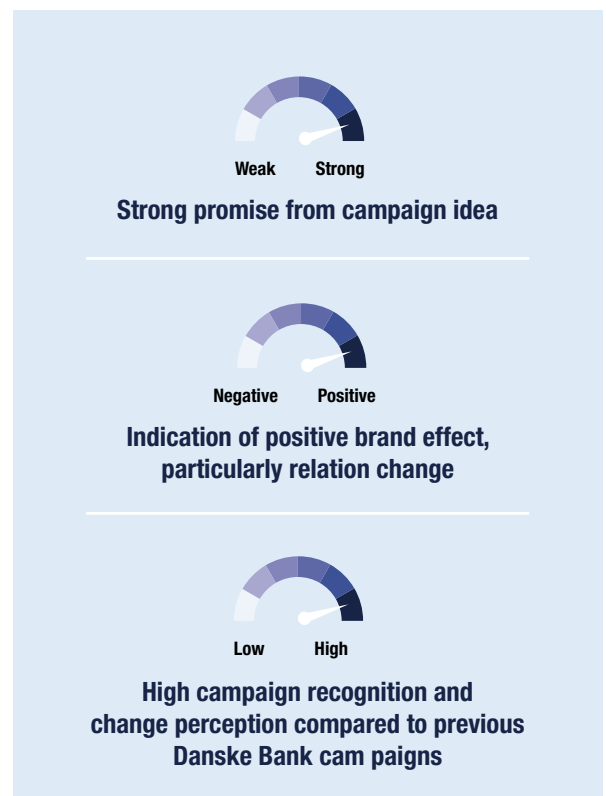
Ipsos is an extremely competent dialogue partner. We get detailed results and highly relevant recommendations to the strengthening of the campaign. From the first rough idea to the finetuning of messages and use of creative elements to the tracking and results from the final campaign. ”

DANSKE BANK CASE

Danske Bank wants a more proactive presence in the Danish market in order to strengthen its position. As part of that, Danske Bank launched a new national branding campaign – film, print and SoMe – focusing on Danske Bank’s role in supporting the customer’s potential, dreams, and ambitions by helping them better on their way in making financial choices.

Ipsos has been a trusted partner throughout the entire creative process assessing the concept thoroughly from early idea, pre-testing the campaign as well as testing it in-market during and after the first campaign burst. The combination of Ipsos’ proven methodologies in the Creative Excellence toolbox and the development of three unique market benchmarks secured strong trust in the results. The project is also a good example on how experience and dedication on both sides led to further developing Danske Bank’s specific KPI-framework and strengthening the comparison of results across current and future campaigns.

CAMPAIGN PAY-OFF:



THE CHALLENGE

To secure a concept and campaign that will deliver on Danske Bank's core values, bringing a storytelling into play that helps strengthening the brand. The project needed to answer:

- Does the early idea deliver and where to optimize both on storytelling and brand promises?
- How does the film and ads manage in both the General Population and among specific target groups – indicating expected campaign effect?
- How well does the actual campaign perform and what are the indications on brand linkage, liking and choice compared to both Danske Bank and category benchmarks?

THE PROCESS AND RESULTS

Case result examples:

Instant Labs:

Early testing of the big idea through concept and creatives (film and ads). Including live quant survey (50+ respondents) with instant answers to questions asked (by client) in real time, qual moderated group session (8 respondents) for deep dive and conclusive client debrief.

Creative Spark:

Pre-testing of near-final film and ads. Quant survey (600 respondents). Mapping of emotional responses to the film – frame by frame through Facial Coding. Predicting short-term creative effect and long-term equity effect.

Tracking and Post-test:

Getting first-hand tendencies on actual campaign effect on Danske Bank brand. Quant survey (400 respondents). Focus on creative diagnostics and end-of-campaign recognition. Benchmarking campaign effect on Danske Bank KPI's.



Results:

Strong promise from campaign idea. Specific inputs regarding humour and strengthening of brand linkage, thus optimizing creatives at a very early state.



Results:

Indication of positive brand effect, particularly relation change. Last-minute recommendations for optimizing film (cut and payoff) prior to campaign launch.



Results:

High campaign recognition and change perception compared to previous Danske Bank campaigns. Indication that campaign is improving brand appeal and creates positive noise in the market.

“This was our first branding campaign in a long time, so we agreed with Ipsos to make several tests to get deep insights both into the actual creative development as well as how the creative idea was perceived in public. With this project, Ipsos really did go that extra mile and truly earning their position as a trusted advisor to us.”

“This has been a mutual learning process, fueled by trust and curiosity, that I believe both parts have learned a lot from. And with a campaign as strong as the results indicate, we have the best possible onset for further developing our brand.”

Chief Consultant, Marketing, Danske Bank

BE SURE. ACT SMARTER.

Creative Excellence is Ipsos' unique toolbox for advertising and campaign development, analysis and impact measurement. Tailored testing methodologies for each element of the campaign development, combining qualitative and quantitative elements. The outcome is specific recommendations to adjustments, detailed evaluation of emotional responses as well as predicting in-market effect and performance within category benchmarks.



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