

# Royal Bank of Scotland Digital Banking

During November 2004 the Royal Bank of Scotland ran highly successful overlay campaign with ManchesterOnline promoting their digital banking service.

## Campaign Objectives

- To drive awareness of The Royal Bank of Scotland's digital banking service from within the Greater Manchester area.

## Campaign Solutions

- Utilise the ManchesterOnline site for delivering high reach in a short period of time to a relevant audience capable of taking advantage of the offer. (70% of MOL users live within the Granada TV region and 73% fall in to the ABC1 social category.
- Engage ManchesterOnline users with a high impact advertising format.

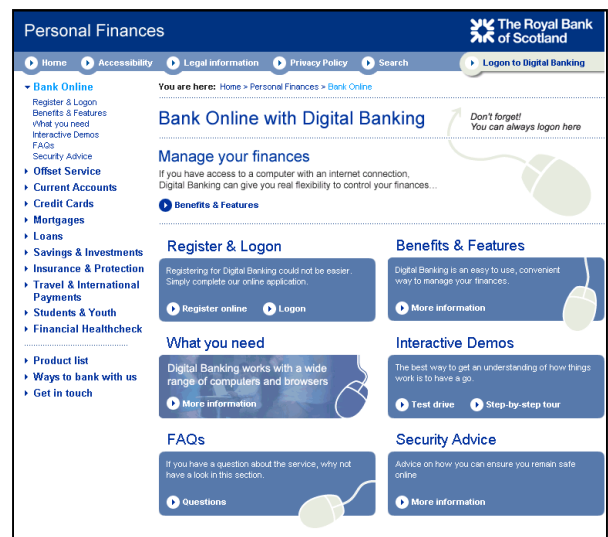


- The advert is an excellent example of "Rich Media Advertising". A creative placement that executes on top of, or 'over' the underlying content, thus creating an overlay effect for the advert. The advert has a clearly positioned and labelled close button, which is readily available at all times.

\*Research has revealed that users respond more positively to non-user initiated or interruptive advertising if they have the opportunity to remain in control, which includes termination of the advert.



- Users who clicked on the advert were sent through to the digital banking section on the Royal Bank of Scotland's website.



## Campaign Results

- Between 11<sup>th</sup> – 30<sup>th</sup> November 2004 the overlay credit card campaign served 81,721 page impressions and delivered 2,548 click throughs. This gave an average click through rate of 3.12%.

## Campaign Summary

- The campaign has succeeded in communicating The Royal Bank of Scotland's digital banking service, to a relevant, purchase capable audience.
- A major success of this campaign was the interactive nature of the advertising.