

Launch of Coop Bank

"Isle of Rahnud"

BACKGROUND

Estonia's largest chain of grocery stores Coop launches a bank – meaning that banking services will also be available in all Coop stores, creating the largest banking network in Estonia.

STRATEGY

Coop Bank believes that life in Estonia shouldn't only be possible in bigger cities. We bring elementary banking services into every nook and cranny of Estonia – to places where other banks have closed their doors or where they have never even been available.

CREATIVE SOLUTION

Fictional Isle of Rahnud – a symbol that living conditions improve everywhere, when there's a bank that makes things possible that weren't before.

RESULTS

**MOST
NOTICED**
banking sector
adverts

New
active clients:
3600

Most Googled
words and
phrases in Estonia:
TOP10

Awareness:
0% to 78%

