

Ecobank launches new consumer campaign

The Ecobank Group has launched a new fully integrated consumer advertising campaign, 'Move On Up', centred on the bank's drive to ensure that consumers have world-class accessible and convenient digital banking solutions across Africa.



Ecobank campaign

The bank unveiled the campaign at its head office in Lomé, Togo, to shareholders, Ecobank staff and a pan-African media. The launch took place on the sidelines of the Ecobank Group's 2016 annual general meeting earlier this month.

Formally launching the campaign, Ecobank Group CEO Ade Ayeyemi, said: "Our sons and daughters are banking online and on their mobiles. For them it's not about 'where you go, but what you do'. Our customers are upwardly mobile – and Ecobank is in the vanguard of cultivating new opportunities for people so they can experience a better quality of life."

Patrick Akinwuntan, Ecobank Group executive, consumer banking, said: "There are three supporting pillars that are central to this campaign. The first is convenience. Our customers want the convenience of banking, from being able to pay with an Ecobank card to making financial transactions on their mobile phones, over the internet, at automated teller machines and at different points of sale.

"The second pillar is relevance, because Ecobank creates personal banking solutions that are relevant to its customers, such as a range of accounts packaged together as bundles.

“The final pillar is choice. This comes via the accessibility of our wide-ranging products and services, thanks to our leading cross-continent platform.”

Ama Okyere, Ecobank Group head, marketing, told the audience: “Advertising remains a powerful means of introducing Ecobank and its products and services to our millions of existing and prospective customers, all at once.”

Move On Up was produced by Ecobank’s full service agency, Brand Communications Group. As well as the 60-second television commercial, there is also a two-minute version for cinema, four 15-second commercials for television and radio, and print versions. Move on Up will be rolled out across all of the African countries where Ecobank has a retail presence.

Ecobank is one of the largest independent pan-African banking groups. It currently has a presence in 36 African countries, and employs over 20,000 people in over 1,200 branches and offices. Ecobank is a full-service bank providing wholesale, retail, investment and transaction banking services and products to governments, financial institutions, multinationals, international organisations, medium, small and micro businesses and individuals.

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