

Living My Life

One week through Zlatko`s eyes



Youth banking brand, telling youngsters they can get more from life with their banking products.


Challenges

BANKING?

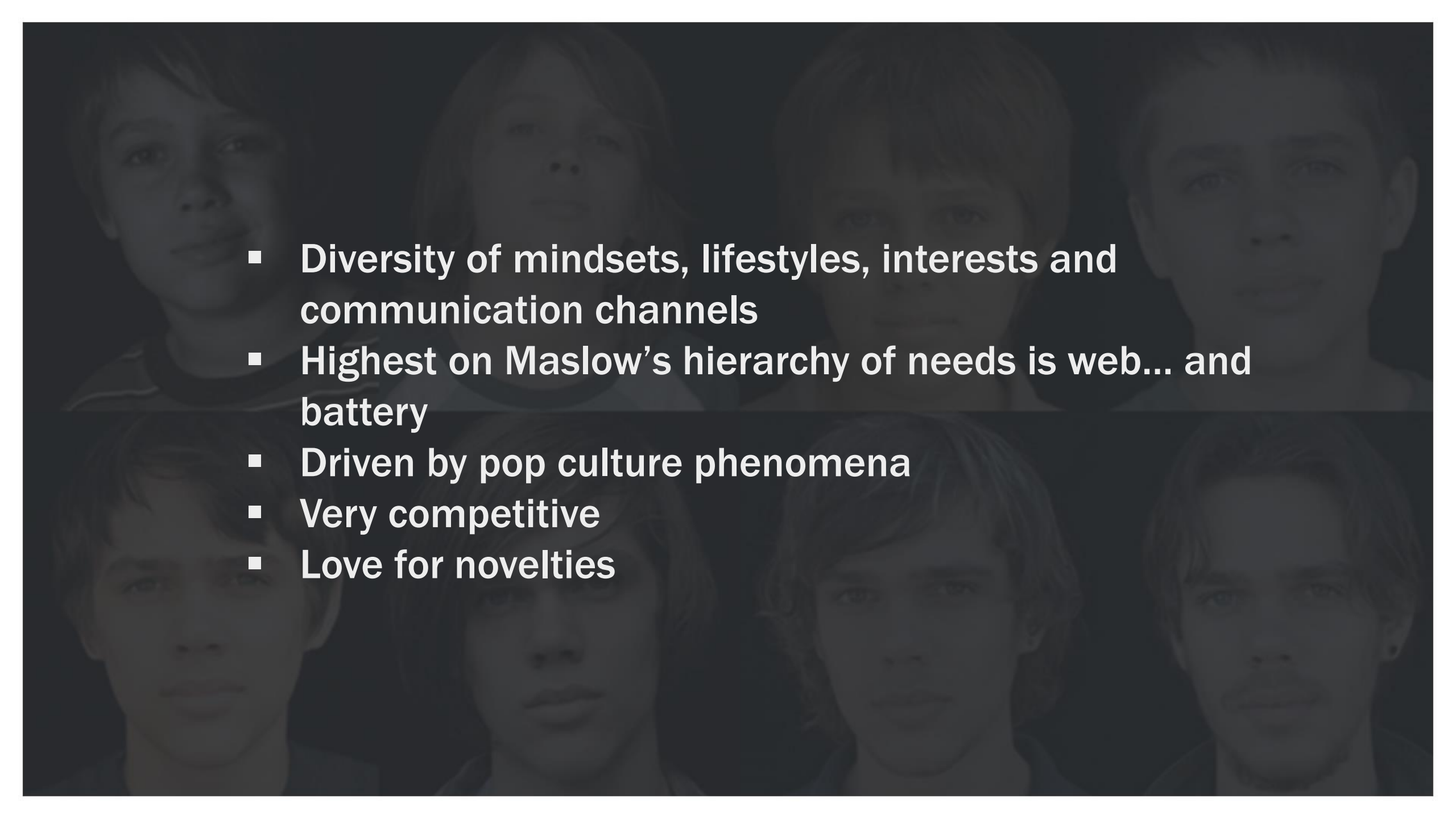




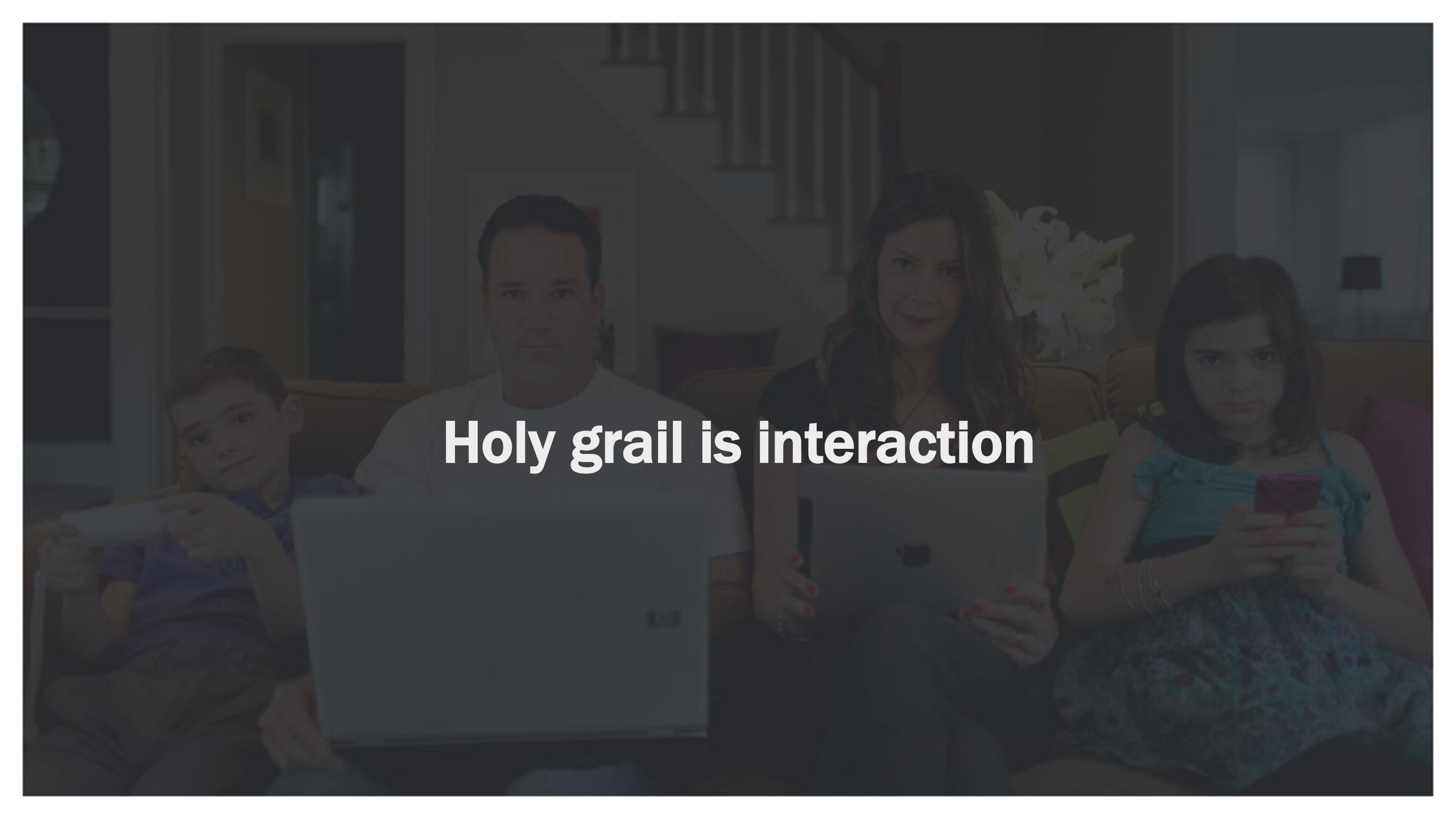
TARGET
GROUP



13 - 32

- 
- The background of the slide is a dark, semi-transparent grid of young people's faces, likely representing a diverse audience or demographic. The faces are arranged in a 2x4 grid, with each face slightly offset from the others, creating a sense of depth and movement. The overall tone is dark and professional.
- **Diversity of mindsets, lifestyles, interests and communication channels**
 - **Highest on Maslow's hierarchy of needs is web... and battery**
 - **Driven by pop culture phenomena**
 - **Very competitive**
 - **Love for novelties**



A family of four is sitting on a couch in a living room. From left to right: a young boy is holding a tablet; a man is holding a laptop; a woman is holding a tablet; and a young girl is holding a smartphone. The scene is dimly lit, and the text "Holy grail is interaction" is overlaid in the center.

Holy grail is interaction

Brand as enabler

- Content served via a role model in an inovative way
- Giving exclusivity and self-affirmation
- Connecting them
- Making them trendsetters in their networks
- Turning them into evangelists and WOM seeders for branded content

And so it clicked...



#ZIVIMLAJF

LIVESTREAM



LIVESTREAM



NOVA KBM

COMMUNICATION



LIVESTREAM



NOVA KBM

COMMUNICATION



PRODUCTS

 **PREPAID
BANK ACCOUNT
MOBILE BANKING
ATMS & BRANCHES**

CD 
MP3
CONCERTS

Realtime content marketing



TEDEN SKOZI ZLATKOVE OČI

#ZIVIMLAJF

Do 16. oktobra spremljaj Zlatkovo živ v živo, se druži z njim, sodeluj nagradne in druge možnosti kmetijske Zlatkove občni svetovi živi! (Membri se potujejo #ZIVIMLAJF)

#ZIVIMLAJF / SOBOTA / 11.00-22.00

Cekiraj prenos Poslušaj posnetke Skeniraj paketi

Chat with 1361 people

Breta Vlodar: Če kaj srečate Zlatko, ga prosite, da vam pošle fotografije domovine kmetijske Zlatkove in da pošle stranu Hani KIM :)

Breta Vlodar: Fotke semga laže nalaga na vsi 8 avtorovki strani Breta Vlodar ali na Instagramu in Twitterju in Facebooku. Kmetijski Zlatko bo v banki odšel 2. in bosta prosita kar za lastnik kmetov v Cvetli :)

Breta Vlodar: Zgaj Natan :)

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Video from Glass

VLADARSKA PONUDBA

Telefon imaj vedno pri sebi. Pinauj a jmi!

Izkoristi akcijo -30 % pri oblikovanju kartica po svoji do konca oktobra!

Si želiš na svoje? Preveri naše ponudbe!

Članovi imajo, videje in statusi, ki jih objavijo na temo "Zlatko živi".

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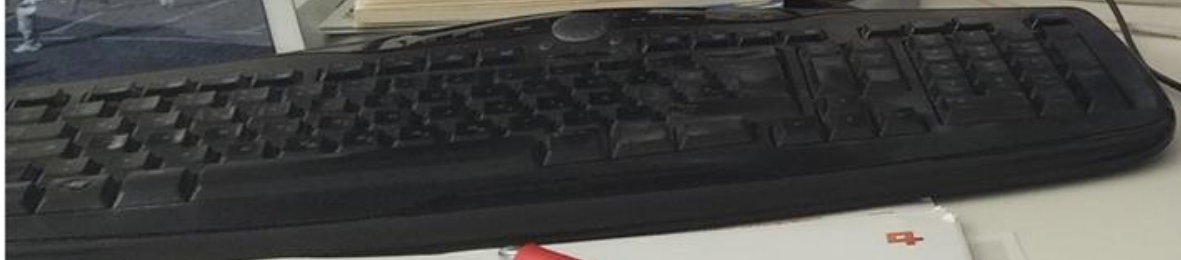
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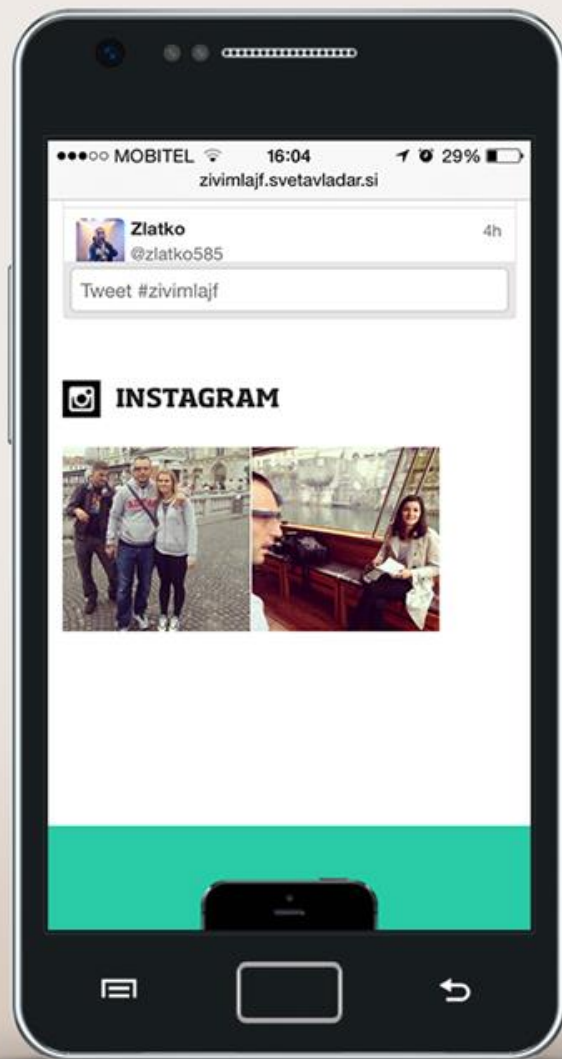
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Video from Glass

MAKRO, TEDE SKUPAJ



10. (nedelja)



Constant interaction

And the results?

Post Details

Reported data may be delayed up to 30 minutes. X



Sveta vladar with Tadej Murko

October 10 at 12:36pm · Edited · 🌐

Objavi svoje dnevne fotke, videe in poste na našem zidu ter jih označi z #ZIVIMLAJF. Zlatko bo izbral 2, ki bosta prejela vstopnici za njegov veliki koncert v Cvetličarni (16. 10.) Časa imaš do torka!

Ne pozabi deliti tudi s frendi pa čekirat, kaj se dogaja na <http://bit.ly/zivimlajf>. 😊

[See Translation](#)



181,888 People Reached

307 Likes, Comments & Shares

284 Likes	256 On Post	28 On Shares
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16 Comments	11 On Post	5 On Shares
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7 Shares	6 On Post	1 On Shares
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3,231 Post Clicks

2,549 Photo Views	261 Link Clicks	421 Other Clicks (👁)
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NEGATIVE FEEDBACK

6 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

48.000+ unique
videostream viewers

50% traffic
came from mobile

30% increase in
banking packages sales

146% increase in use
of mobile payment system

10 x the media publicity
vs media investment

**Over 100 hours of
branded video content
produced**

Thank you!

Karmen Lužnik

Partner & Managing Director
Renderspace

□ @karmalena