

28 October 2016

Auswide Bank nominated for Queensland Multimedia Awards

- **Auswide Bank nominated as finalist in two categories**

The team at Auswide Bank is excited by the recent news that Auswide Bank was successfully named as a finalist in two categories in the 2016 Queensland Multimedia Awards.

The Media Awards cover print, television, radio and multi-media and Auswide Bank has been recommended in the categories of 'Best TVC Commercial' and 'Best Digital Marketing Campaign – Corporate'.

We launched our first major campaign, titled 'The Big-Hearted Bank' since rebranding from Wide Bay Australia to Auswide Bank last year via SMART Queensland.

Damian Hearne, Chief Customer Officer, Auswide Bank said the TV commercial follows the transformation of a tiny, besieged, accountant mouse that lives inside the heart of the hero.

“After being mistreated by a big bank, the hero discovers Auswide Bank, and the tiny mouse becomes a confident young lion. The transformation of the mouse symbolizes the transformational power of great relationships and our desire to empower our clients to achieve their goals”.

The animated video was produced by Photoplay with animation by Eallin, Tokyo, and an original soundtrack by Uncanny Valley.

Auswide Bank has also been nominated in conjunction with Spar Digital for our 2015 Auswide Bank Spring Home Loan Sale Campaign. This digital campaign incorporated a range of mediums including; website landing page, sliders & promotional banners, campaign lead generation activities, digital branch displays, email marketing, Social Media activity and online advertising via 3rd party websites.

Martin Barrett, Managing Director, Auswide Bank said “both nominations are exciting news and a credit to the dedication of our staff and business partners”.

The winners will be announced at the Queensland Multimedia Awards in Cairns on Saturday the 12th November.

Small things. Big difference.

About Auswide Bank Ltd

Auswide Bank is helping Australians achieve home ownership, create wealth, access banking & financial services that make their life easier and help them to protect their assets and loved ones from financial loss or hardship.

We provide an extensive range of personal and business banking products and services issued directly or in partnership with leading service providers via branches, strategic relationships and online & digital channels.

Auswide Bank has an Australian Credit Licence and an Australian Financial Services Licence issued by ASIC and is an Authorised Deposit-taking Institution prudentially supervised by the Australian Prudential Regulation Authority.

Even though we are a smaller bank, we believe that it's the small things that make us different and can make a big difference for our customers and communities.

ALL MEDIA ENQUIRIES TO:

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