

6 December 2016

## **‘Big Hearted Bank’ receives multiple marketing awards**

- **Auswide Bank receives state-wide recognition for ‘Best Digital Campaign’**
- **‘Big Hearted Bank’ Campaign receives Brisbane Advertising and Design Club award**

Auswide Bank’s marketing and advertising was recognised earlier this month at the 2016 Queensland Multimedia Awards, being awarded the Best Digital Media Campaign - Corporate.

Auswide Bank’s Spring Home Loan campaign was created in-house and developed for digital audiences in conjunction with Sparx Digital.

Iain McGowan, Client Manager, Sparx Digital said “we were delighted to be recognised for our work with Auswide Bank on the 2015 Spring Home Loan campaign”.

The winning campaign was a competition and lead generation campaign, taking place over two months and incorporating a range of assets including; a website landing page, sliders & promotional banners, digital branch displays, email marketing, social media activity and online advertising via 3rd party websites.

“We received comments from the judges that the campaign was a winner because of its clear and consistent message across the multiples channels, in addition to the outcomes the campaign produced.”

Auswide Bank’s ‘The Big-Hearted Bank’ commercial was also recognised as runner up at the same awards for ‘Best Television Commercial’ - the first major advert produced since the company rebranded to Auswide Bank in April 2015.

The ‘Big-Hearted Bank’ campaign created in conjunction with Smart Queensland has already received a number of nominations and awards since its launch in June 2016.

The animated TV commercial, produced by Photoplay with animation by Eallin, Tokyo, received a Silver award for Craft Art Direction and a Bronze award in the Television and Cinema (over 30 seconds) category at the Brisbane Advertising and Design Club awards in October.

Martin Barrett, Managing Director, Auswide Bank said “since rebranding, we’ve created a unique and solid brand platform and to see this recognised at professional level is a real team effort for ourselves and our creative partners”.

“We’re excited to see what 2017 will bring as we continue to develop our brand and focus on delivering on our brand promise to existing and new customers”

*Small things. Big difference.*



Auswide Bank Ltd  
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Australian Financial Services &  
Australian Credit Licence 239686

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## 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.

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:**

**Carly Ryder**  
**Head of Marketing**  
**P (07) 4150 4008**  
**E [cryder@auswidebank.com.au](mailto:cryder@auswidebank.com.au)**

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**1300 138 831**  
**[auswidebank.com.au](http://auswidebank.com.au)**