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# REALISING BIG IDEAS

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CommonwealthBank

## Challenge

In late 2019, CBA launched a campaign with Nine, to start a conversation around Financial Abuse.

With a global pandemic, economic instability and home confinement, these factors were taking their toll on Australian households. Domestic violence and financial abuse was on the rise, so it was important for CBA to face this epidemic head on via the 'Next Chapter', utilising **print**, **digital** and **radio** platforms, continuing to spotlight the signs of financial abuse but also outlay a path to long-term recovery and financial stability for survivors.

CBA's *Hiding in Plain Sight* campaign was aimed at highlighting the signs of financial abuse and also outlaying a path to long-term recovery and financial stability for survivors.

The Sydney Morning Herald THE AGE   
INDEPENDENT. ALWAYS. INDEPENDENT. ALWAYS.

GoodWeekend SUNDAY    



Solution

Research commissioned by CBA and conducted by YouGov showed that almost 40% of the adult population in Australia have experienced or know someone who has experienced financial abuse.

Through a high-impact wrap across the Sydney Morning Herald & The Age, we created a statement by simply including the words; **Hiding in plain sight**. This message directly implied that financial abuse is often hidden, but also highlighted just how common it is, too.

The "Hiding in plain sight" statement was followed by "Sarah's story" in the inside two pages, this story used the two pages to tell two very different stories while highlighting the often-missed signs of financial abuse. On the back cover, we revealed the purpose of this execution – to make the invisible topic of financial abuse, visible. Here, we aligned the messaging

of "Hiding in plain sight", with the Next Chapter initiative highlighting what CBA are doing to help survivors of financial abuse.

The campaign was extended into digital through immersive native articles on 9Honey that included articles titled "One woman's story of bouncing back from financial abuse" that received huge traffic. Besides driving awareness and educating the Nine audience on the topic, the creative also brought CommBank's support service availability to the forefront which was a key metric for the campaign success.

In the second phase of Hiding in Plain Sight, we're now using the power of Talk Radio to enable a two-way conversation and really get people talking.



## Results

A research study conducted by Nine alongside the campaign showed that amongst all types of abuse, financial/economic abuse still ranks lower than other forms – clearly this highlights there is so much more to do.

Over the course of six months, awareness amongst the Nine **audience increased by 21%**.

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The success of the campaign brought together an on-going partnership with CommBank and Nine, fostering incredible commercial growth for branded content campaigns.

*The Sydney Morning Herald and our sister paper The Age have been strong voices on all forms of domestic abuse. We have reported repeatedly on cases that highlight how financial control over a partner is particularly subversive and the devastating impact it has on both victims and the community more broadly. It's an issue that continues to require strong attention and we are committed to doing that. It's commendable that banks, notably CBA, are focused on supporting the victims of this abuse. With CBA's support, we would welcome the chance to put this issue under an even greater spotlight, amplifying key messages of awareness, education and support across the unmatched assets of Nine.*

**- Lisa Davies**



[Find out more](#)

**Together we're shining a spotlight into the shadows.**



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