

 **Nine**

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CommonwealthBank

BIG MARKETING MOMENTS BY  **Powered**

CHALLENGE

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.

SOLUTION

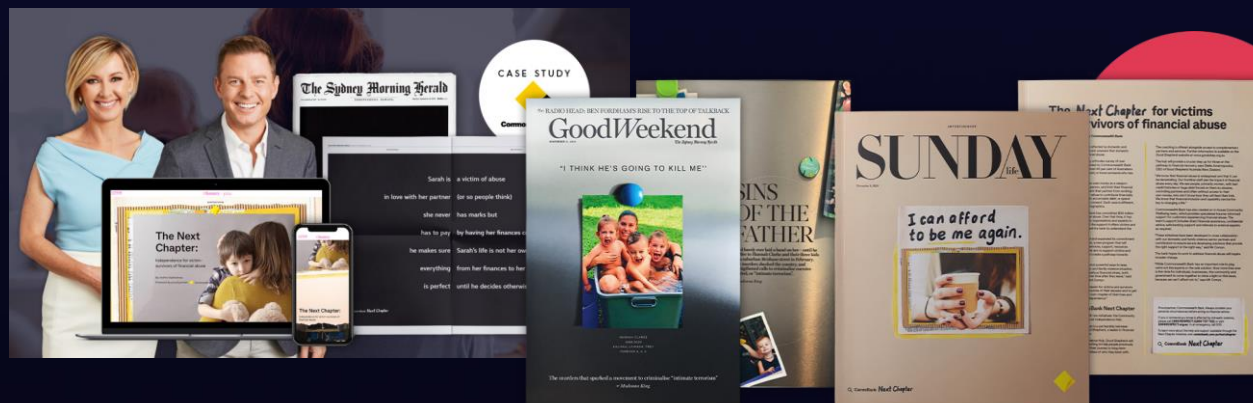
A high impact, cross-platform approach using print executions in *The Sydney Morning Herald* and *The Age*, home page takeovers, digital native articles on 9 Honey, wrap covers in *Sunday Life* and *Good Weekend* and using 2GB 973 talk radio to align the campaign.

EXECUTION

A series of strip ads highlighting key data around financial abuse, such as "Nearly 4 in 5 Australians agree that financial abuse is a widespread problem", ran on following days, keeping the topic at the top of the agenda in the weekly news cycle.

Flip covers and wraps in the Weekend NIMS provided a deep-dive into stories of survivors and inspiration to continue the education process – capitalising on the additional down time and longer read you can expect from *Good Weekend* and *Sunday Life*.

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", which attracted huge traffic numbers. Besides driving awareness and educating the Nine audience on the topic, the creative also brought CommBank's support service availability to the forefront, a key metric for campaign success.



RESULTS

21%

Increase in awareness amongst the Nine audience over the course of 6 months.

Research

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