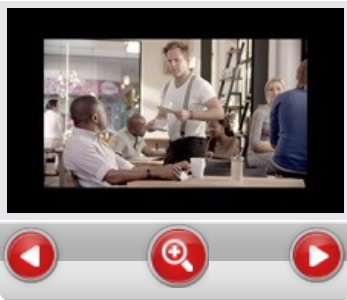


# Nedbank takes two of the top five spots for the Best Liked Ads

Issued by [Joe Public](#)

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As the year closes, Nedbank receives consumer accolades as two of their adverts are voted in the top 5 of the Millward Brown's Best Liked Ads list for the third quarter of this year. The two television adverts, which were developed in partnership with advertising communication group Joe Public, are [Nedbank Savvy Life](#) (Eugene 'want it') in second position and [Nedbank Savvy Approve It](#) (Eugene online banking) in fourth position.



Millward Brown's Best Liked Ads list celebrates the country's favourite TV commercials and their advertising agencies in South Africa. These are the ads that have been rated as the 'most liked' by the South African audience, whom they believe to be the most important critics. All new brand ads that are launched on TV are measured, with the top ranked ads for the quarter making the list.

Featuring comedian Eugene Khoza, the two adverts shot to popularity at the end of August 2013, when Nedbank launched the third wave of marketing the Nedbank Savvy value proposition aimed at the middle market segment. The 60-second television commercial (Savvy Life) positions Eugene receiving advice from Nedbank to make financially savvy choices. The second Nedbank advert on the Millward Brown list gives credibility to this positioning, by offering a tangible proof point, namely, safe and secure online banking and forms part of a series of additional executions. Nedbank has consistently invested in the savvy positioning since May 2010 with Eugene as the face of the campaign.

"We wanted to unpack what it means to be savvy, an idea that had been developed in the last few years. Guided by a clear vision to equip consumers to make better financial choices, we have made significant investments in the building blocks (including richer product offerings, increasing accessibility of physical and digital channels and competitive pricing), which has now given us a strong platform to leverage," explained Ingrid Johnson, group managing executive: Nedbank Retail and Business Banking. "Working closely with Joe Public, who were appointed as Nedbank's advertising agency earlier in the year, and doubling our marketing spend, we have been able to step change our impact and unleash 'Nedbank Savvy' on a discerning consumer."

In this latest campaign, Eugene's role has shifted from being the voice of the bank to represent a typical consumer who receives valuable insights from Nedbank in everyday life scenarios such as the best place to save is by paying off your home loan.

Joe Public Chief Strategic Officer Laurent Marty explained: "The financial guidance that Eugene receives is grounded in the notion of financial fitness as well as being savvy with your money and is delivered by the bank's 'voice of reason'. The new approach single-mindedly aims at positioning the bank as an organisation that is genuinely committed to equipping consumers better to make financial choices."

The campaign resonates with consumers, because it is fresh, unexpected, authentic, and humorous and relates to them and their busy lives. "In a very cluttered and competitive financial services industry, we are delighted to have not one but two of our ads rated so highly. This campaign has contributed significantly to shifting how consumers perceive Nedbank and adding impetus to the retention and growth of our 6,2 million clients," Johnson concludes.

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