

# COMMONWEALTH BANK 'Make The Impossible Possible'

## Campaign Objectives

Commonwealth Bank Australia (CBA) challenged News Corp Australia to make the impossible possible.

## Target Audience

All people aged 18+ years of age

## Strategy

- News Corp Australia developed a way of bringing the news to life and transforming the Sunday reading experience by including sound and motion to the traditional print product through the use of a specially created app, news alive.
- Through cutting edge technology and creativity News Corp Australia were able to reinforce CBA's leadership and innovation positioning.

## Execution

In the leadup to the campaign live date, editorial support across all mastheads ensured readers were aware of the launch of the news alive app and the excitement was building around how their reading experience was about to change. Promotion of the news alive app included:

- teaser advertisements in paper nationally
- editorial support- Early General News promotion
- eDM send to all masthead newsletter subscribers totalling over 290,000 subscribers news alive enabled readers to experience the content coming to life throughout various sections of the Sunday paper and were all aligned with Commonwealth Banks relevant product.

### This included:

- The traditional editor's column featuring a video of the editor talking directly to the reader.
- The Entertainment section included exclusive content from Cirque De Soleil utilising a combination of Augmented Reality and video.
- Body + Soul encouraged user participation through interactive tips, workout videos and 3D visuals
- Property allowed users to take a 3D interactive tour of a property.
- Travel offered users the opportunity to experience a travel destinations using 360 degree location views of Lake Como, Italy.
- The front page of the Sunday newspapers nationally introduced the new technology to the reader through an interactive menu and a user friendly guide to the exciting content experience.
- The Commonwealth Brand campaign ran across pages 2 and 3 of the Sunday Metro Newspaper Network reaching nearly 5 million readers across the country. This high impact, mass reaching placement seamlessly launched a TVC, placing the CBA brand directly into the hands of the consumer.



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## Results

- News alive featured as the Number 1 app in the iTunes store for the iPad and iPhone.
- Generated significant amount of PR.

Here is what some of our readers thought about the news alive app experience:

*"Love it, it was fabulous to be able to actually view the pictures in Escape in 360."*

*"I loved seeing the 360 degree Escape travel scenes and showed my husband.  
This inspired me to consider booking a holiday."*

*"A good way to add a new element to "reading" the paper" - Source- Pulse Reader Panel*

*"CommBank is solidly grounded in technology and innovation - it's what sets us apart and what makes banking easy for the 10 million plus customers that choose to bank with us, so it made sense for us to partner with News Corp Australia to create News Alive"*

*ANDY LARK - CHIEF MARKETING AND ONLINE OFFICER, COMMONWEALTH BANK*

To advertise with News Corp Australia contact: [sales@news.com.au](mailto:sales@news.com.au) or 02 8114 7600.



Commonwealth Bank- High impact execution



Commonwealth Bank TVC launched from print advertisement