



ADVERTISING | MARKETING | COMMUNICATION

MEDIA RELEASE

CLIENT	BSP	DATE	14 November 2009
PRODUCT	BSP Love Your Bank	EMBARGO	17 November 2009
TITLE	BSP Launches Love Your Bank	CONTACT	Gerry Peacock
REF NO	064 BSP Love Your Bank	PLACEMENT	PNG News Item

Headline : BSP Launches “ Love Your Bank ” Campaign Nationwide.

BSP, the nation’s largest bank, has launched a campaign called “Love Your Bank” that shows BSP really understands and values its unique relationship within Papua New Guinea.

Created around a heart symbol that everyone can easily relate to, the message tells us that BSP is much more than just a bank. It is a real part of our community, and is reaching out to our people in many different ways.

The heart symbol reflects the pride that BSP has in delivering banking to both PNG and our South Pacific neighbours. BSP customers are asked to embrace this new concept and take pride in the way the bank values your business.

Earlier this year we saw BSP relaunched as a bright, innovative and progressive bank. One that is willing to listen and to make changes whenever necessary. This is another step in the journey that we call progress.

As the leading provider of banking services throughout Papua New Guinea, BSP wants to make your banking experience much more personal and a lot more friendly. BSP sees the relationship as one that will grow over time, whether it’s with an individual customer, a small business or village group, or a large corporation.

The bank values each of these relationships in every way, and through this, BSP wants to embrace you as a valued customer. To further enforce this message and to improve customer services, BSP has positioned new Customer Relations Officers in every branch to provide you with a more personal service.



ADVERTISING | MARKETING | COMMUNICATION

Many banking needs are motivated by emotion. The love of a parent who obtains an Education Loan to improve their child's future. The love that has brought a couple together who wish to marry and may need a Personal Loan to help make this happen. The love of a product or service by a business owner who needs finance to help the business grow. Even the love of sport, and the way BSP as a community-minded bank can help our children, through sponsorships, to reach their real potential. And of course, the love of our country which inspires development for the ultimate good and benefit of our people.

BSP is endeavouring to show that it has a real personality and also a sense of humour by suggesting you cannot only like your bank, but love it !

As banking and love so obviously go together, BSP will be the bank that people love.

BSP is reaching out in many ways. The bank has expanded operations throughout the South Pacific with branches established in the Solomon Islands, Niue and the Fiji Islands. This expansion encompasses the region and is helping BSP to grow.

As the bank grows and prospers, our many PNG shareholders also benefit, for BSP is a bank that is PNG owned and fully committed to Papua New Guinea, the South Pacific region and all our people within. PNG loves a home grown success so it is logical to love this bank.

To support this innovative campaign, BSP has produced special promotional merchandise that enforces the heart symbol and will help you to recognise that BSP truly is the bank you will come to love.

BSP... Love your bank.