



ADVERTISING | MARKETING | COMMUNICATION

MEDIA RELEASE

CLIENT	BSP	DATE	22 November 2009
PRODUCT	BSP Love Your Bank	EMBARGO	23 November 2009
TITLE	BSP Launches Love Your Bank	CONTACT	Gerry Peacock
REF NO	068 BSP Campaign	PLACEMENT	PNG News Item

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

Mr. Ian Clyne, CEO of BSP, the nation’s largest bank, recently launched a campaign called “Love Your Bank.” In a speech to PNG media personnel and others gathered for the official launch event at BSP Head Office in Port Moresby, Mr. Clyne emphasised BSP’s objectives, saying the Bank wants to help people to be successful.

The new campaign “Love Your Bank” is aimed at encouraging the many thousands of valued customers to not only like their bank, but to actually love their bank.

Mr. Clyne said that we all love PNG, it’s our home and it’s an amazing place, adding that the bank plays an important role in a lot of people’s lives. Finance provided by the bank helps individuals, businesses and communities to grow, develop and prosper.

The concept of “Love Your Bank” is an initiative by BSP to foster closer relationships between the bank and its customers. Created around a heart symbol the message tells us that BSP is much more than just a bank. It’s a real part of our community, and is reaching out to our people in many different ways.

Mr. Clyne told the gathering that although banking is a serious business, the company wants both staff and customers to make it an enjoyable and fun experience. Mr. Clyne also announced the establishment of the BSP Children’s Foundation with K100,000 donated by BSP for this year.

Activities such as the highly successful “Hug-A-Banker” promotion held last week put some fun back into banking, and at the same time generated many thousands of kina in donations to local charities.

People throughout Papua New Guinea can look forward to more exciting and interesting campaigns as BSP has taken the initiative to be different, and is making banking a much more fun experience.

BSP... Love Your Bank.