

CASE

DIGITAL MARKETING

Presented by



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HAPPENING MARKETING
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THE ORGANIZATION

Founded in 1859, National Bank of Canada is one of the six systemically important banks in Canada and the largest in Quebec. With a focus on human greatness, NLC stands out for its boldness, entrepreneurial culture and passion for people. With the primary goal of making a positive impact on people's lives, the Bank offers a complete range of financial services for individuals, businesses and clients on a national and international scale. In addition, it offers a wide range of banking and insurance services as well as innovative investment and wealth management solutions. NBC's strategy focuses on building long-term relationships with clients, staff, shareholders and the community. Its head office is located in Montreal and its securities are traded on the Toronto Stock Exchange. In addition, the organization continues to integrate sustainable development into its mission through a series of environmental, social and governance commitments. Indeed, the organization aims to achieve the highest standards of social responsibility while creating value for its shareholders.

National Bank's growth is based primarily on its three main pillars: its corporate culture, its strategic positioning and its disciplined approach. Indeed, National Bank is recognized as an employer of choice and for promoting diversity and inclusion.

OUR PILLARS



Our Culture

- › Entrepreneurial culture
- › Proven agility
- › Collaboration
- › Diversity and inclusion



Our Strategic Positioning

- › Canadian bank with leading franchise in Quebec
- › Differentiated positioning in Financial Markets and Wealth Management
- › Focused strategy outside of Canada



Our Discipline

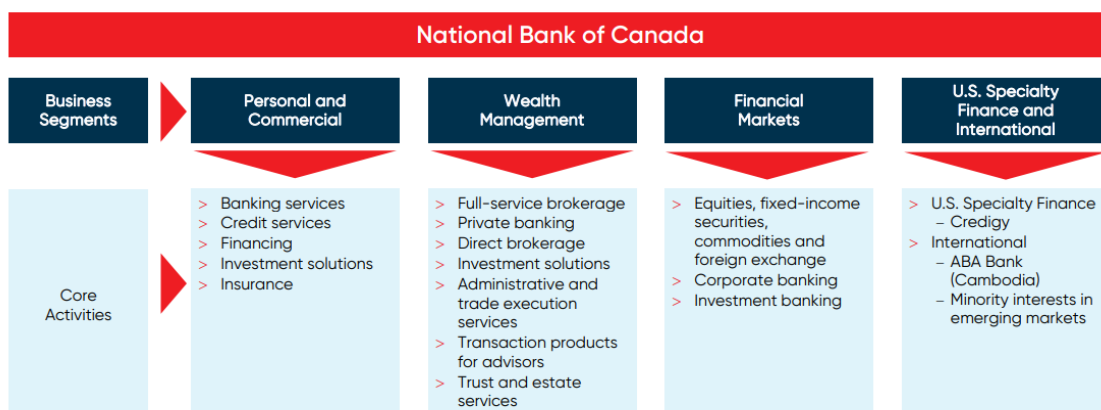
- › Strong risk management culture
- › Disciplined cost management
- › Solid capital levels
- › Sound ESG governance

BACKGROUND

National Bank operates in a variety of business segments, including Personal and Commercial Banking. Personal Banking offers a full range of financing and investment products and services to help clients achieve their financial goals at every stage of their lives. Personal Banking offers transactional services, mortgages and lines of credit, consumer loans, payment solutions, savings and investment solutions, and a range of insurance products.

Business Segment Analysis

The Bank carries out its activities in four business segments, which are defined below. For presentation purposes, other activities are grouped in the *Other* heading. Each reportable segment is distinguished by services offered, type of clientele, and marketing strategy.



GEN Z

Members of Generation Z have grown up with the advent of digital technology, social media, and instant connectivity, and have different expectations for communication, information, and service. They are often seen as being more aware of diversity, more open to change and more willing to use technology to create social change. Generation Z is also characterized by heavy use of smartphones and social networks, shorter attention spans, and a tendency to personalize and individualize. They have high expectations for user experience and personalization, as well as environmental and social concerns. SNL wants to enhance coverage of growth markets and high-growth customer segments, especially for Generation Z.

PROBLEMATIC

National Bank wants to continue its acquisition efforts by evolving its digital capabilities and targeting eligible clientele, focusing branch efforts on advice as well as digital capabilities, as it believes that personalized advice is essential to help National Bank clients achieve their financial goals. It wants to take steps to simplify and modernize the product offering in order to better adapt it to the needs of its customers. Indeed, considering that the complexity of financial products can sometimes create obstacles, National Bank wishes to simplify their financial life by offering them clear and efficient solutions in order to maximize the retention of existing clients and increase the acquisition of new clients.

Financial products for Generation Z. [NBC](#)

- Bank accounts
- Credit cards
- Savings projects
- Investments

In addition, raising the company's profile across Canada and demonstrating their impact is essential for BN. The company wants to be recognized as a responsible and committed company. National Bank still needs to work on its visibility.

Some great initiatives have been taken such as the use of TikTok, the involvement of influencers, the creation of educational capsules on finance, the participation in major events such as Igloofest, Osheaga, the BN Tennis Cup as well as the collaboration with Urbania magazine. These actions are working well and allow the bank to reach its target clientele. It is with this in mind that the NBC is pursuing its various initiatives to increase the recognition of the brand.

MANDATE

The National Bank wants to conquer Generation Z using a digital marketing strategy. The National Bank is therefore motivated to offer an exceptional experience to this new generation of customers by adopting innovative marketing strategies and using relevant digital communication channels to reach this target audience. The objective is to become the bank of choice for this segment by offering financial solutions adapted to their needs and using innovative technologies.

Note that the objective of the mandate is not to offer financial products, but to promote existing products and services. [Offer 18-24](#)

CONSTRAINTS

In order not to limit creativity, there is no budget limit. However, we ask you to think about performance indicators in order to calculate a return on investment.

Game on!

SOURCES

About us | National Bank. (2023). Retrieved 23 March 2023, from <https://www.nbc.ca/about-us.html>

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