

Background:

WIO Bank is a pioneering digital bank established with the vision to transform banking in the UAE. Launched in 2022, it is recognized as the UAE’s first “platform bank,” offering a comprehensive suite of digital banking services tailored for both individuals and businesses. With its rapid growth and user acquisition, WIO is known as one of the world’s fastest growing neo-banks.

Campaign Objective:

WIO Bank’s marketing campaign for its Salary Plan has been strategically designed to position the bank as a leader in financial wellness and digital innovation in the UAE. The campaign emphasizes the transformation of traditional salary accounts into comprehensive financial growth tools, aiming to resonate with professionals seeking to maximize their earnings effortlessly.

Campaign Details:

WIO Bank’s Salary Plan campaign is primarily targeting a digitally savvy, financially ambitious, and professionally active consumer base in the UAE. By leveraging Elevision’s full commercial elevator network, WIO was able to target tech-literate young professionals and salaried employees across 86 premium business towers.



Date:
15/04/2025 – 13/05/2025



Location:
UAE Full Commercial Network



Screens:
467



Unique Reach:
202,390



Impressions:
10.8m



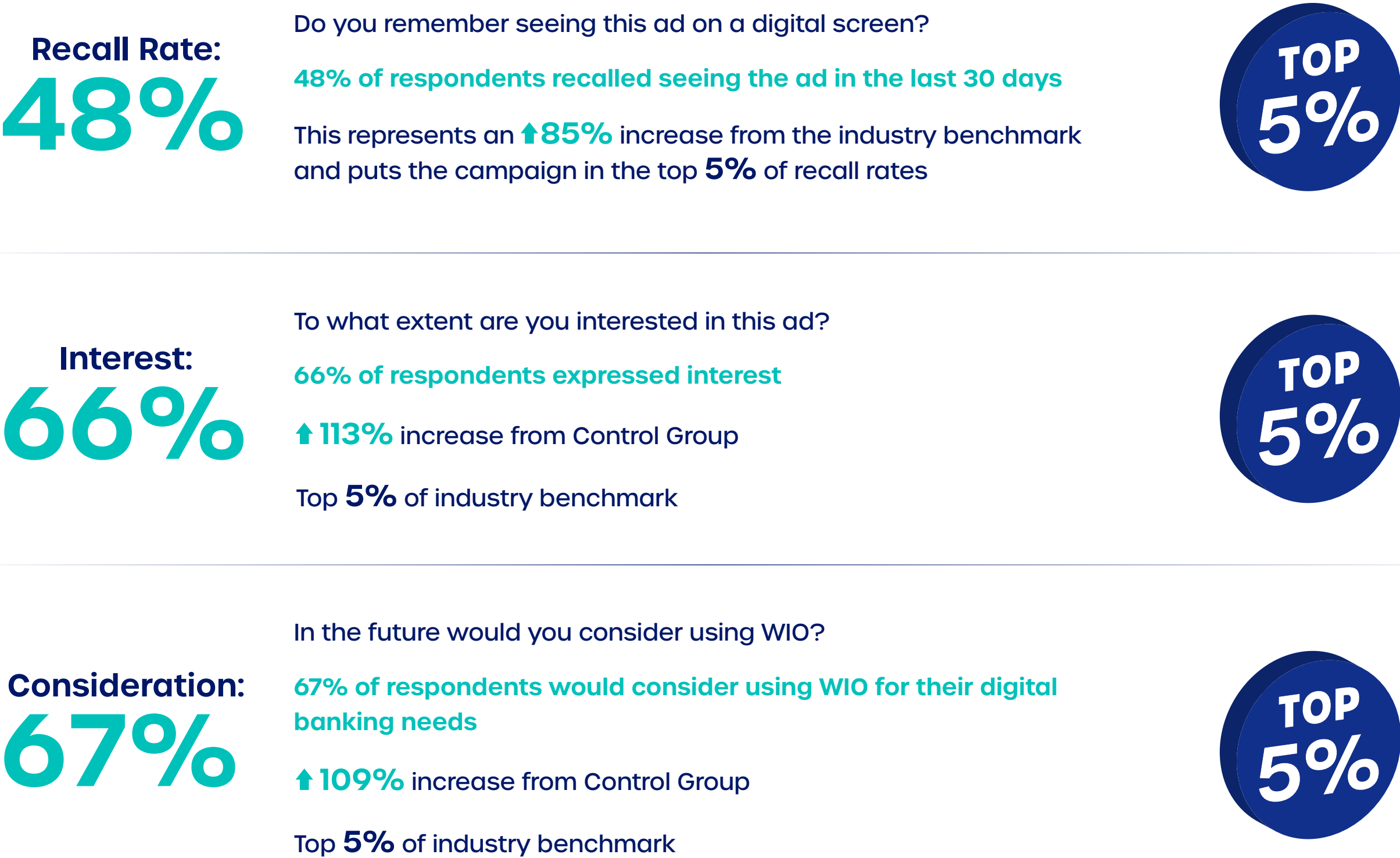
Methodology

Using precise location coordinates, the exposed audience is retargeted with digital surveys via mobile ad-serving. To guarantee the best quality of data, respondents are not incentivized and answer one survey only.

To assess the performance of the campaign, two socio-demographically homogeneous groups are separated based solely on ad recall. Uplift is evaluated by measuring the gap between the recall group and a control group that was not exposed to the campaign. Results are also measured against industry benchmarks to provide further performance evaluation.

A complete study requires survey completion by 500 respondents (250 with ad recall, 250 without).

Campaign Results



Data & Analysis by:



Delivery by:

