

# FEEL THE FUTURE

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*feel the future*  სანაწარმოო ბანკი  
BANK OF GEORGIA

# MARKET INSIGHTS

## The Challenge

NOW

ME

No sense of urgency

No power to impact

Lack of long-term focus

Lack of accountability

Always putting their needs first

No trust for banks



# TARGET AUDIENCE

## Pedestrians and Drivers

### GEORGIAN PEDESTRIANS

"Public transport is not comfortable, but I have no money to maintain a car, so I have to use it."

"PUBLIC doesn't equal MINE. I don't feel responsible for shared property."

### GEORGIAN DRIVERS

"My car is my source of comfort"

"Having eco-friendly vehicle is very costly. I can't see the value or need to change my lifestyle."

"My car doesn't have an impact on the environment or people. So why should I change?"

Aged 25-54 | 52% of Primary Banking Product Users | 820 000 Users

# OUR PRODUCT



Shared Trust  
Bank becomes  
vulnerable

## TRUSTED BRANDING

- Maintained Used Cars
- New Cars
- Hybrids
- Smart Cars

## TRUST LOAN

- Buy an eco-friendly vehicle
- Principal Payment – Pay whenever you want. We trust you.
- Interest Payment – Share % with a depositor passenger

TRUSTED  
CAR SHARING APP



## TRUST DEPOSIT

Let someone give you a free ride and earn points on your deposit for trusting a complete stranger.

# KEY MESSAGE



What do we  
have to say?

# SHARE THE FUTURE

Become a “share-holder” of someone’s future.

In the future we will still need air to breathe.

Air may seem transparent, but its effects are not.

We will trust the future you. Share that trust with others.

Trust is earned. Earn it. Own it. Spread it.

# LAUNCH

A day everyone  
remembers

Pre-launch

20 January – 1 June

Launch

13th June, 3 years from Tbilisi Flood.

Sustainability Plans

Double TRUST points every 6 months. Encouraging campaigns, TRUSTED community gatherings and experience exchange

Tone of Voice

Emotional, open, uniting, down-to-earth.  
Emphasizing vulnerability and offering to earn the trust.

# DELIVERABLES



Where do you  
come in?

## TRUST APP | PRE-LAUNCH

Creating a concept for tracking the car sharing, where users can post the experiences in social media; the concept for knowledge share via the application.

Budget \$15 000

## VIDEO | LAUNCH

Production of two videos– for raising awareness and introducing the new product line.

Key messages: “We share a responsibility for our future.” “We as a bank trust you with the future. Now you have to trust each other.”

Budget \$65 000

## #TRUSTCHALLENGE | LAUNCH

Key Message: “Trust is earned. Earn it. Own it. Spread it.”  
(reference: #IceBucketChallenge)

Budget \$20 000



What do we call  
success?

USER ENGAGEMENT

200 000 People Involved, a whole nation reached – 2 mln.

CAR SHARING APP

60% of active users – first 3 months

DEPOSIT PORTFOLIO

Average portfolio increased by 5% (end of the year)

AUTO-LOAN PORTFOLIO

Increased by 3% (end of the year)

# OUTCOMES

What is the final  
impact?

## BY THE END OF 2017

Trust Deposit Usage 250 000 USD total sales

Trust Credit Usage 800 000 USD total sales

Ride shares average 6 rides per months  
(counted per creditor)

Brand trust increase in TNS reports for the bank

## BY THE END OF 2030

Share of cars vs Hybrids and smart cars  
60/40 (Georgian market)

Death rates by air pollution per 100 000  
people reduced by 25%

# SHARE THE FUTURE

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