

New brand campaign for FNB

Late last week, FNB released its new brand campaign, featuring the voices of South African schoolchildren underscoring the concept of 'Help'. (video)



HDI Youth Marketeers, an independent research firm, completed a survey for FNB of the most current snapshot of the opinions of the youth, their views on our country and the role of help. Help, not in terms of coordinated interventions, but little, everyday help; and the power help has to make a big difference.

In assembling these views and opinions, over 1300 learners and students (ages 10 to 22) from around the country and from all walks of life participated. We learnt that today's youth are losing their innocence, not to apartheid, but to the many social ills and tragedies that came after it. One child said, "If I was President for a day, I would make South Africa safe for children, women and teens who are abused." Another 10-year-old boy added the following, "I get scared when people are killing each other."

Though some of what they had to say was hard to hear, we learnt too that our youth carry inside them a fire that burns with hope and positivity. Their sense of identity is astounding and they have an unprecedented interest in working as a community to improve our society and environment. A 12 year old said, "When we help people, we make them feel like they're somebody." Another child said, "If we help each other, we raise our country." Yet another student, aged 10, said, "In the future I want to live in South Africa... I know South Africa is full of crime, but if I didn't live here I don't know who I would be." A 15 year old said, "We help each other because we are one blood, one soul, with a 13 year old adding, "If we don't help each other, who will help us?"

Jason Levin, MD of HDI Youth Marketeers said, "The survey provided a good overall snapshot of the South African youth opinion and was rewarding as it helped us gain insight into how the youth view South Africa. The research was inspiring. It is only through projects like this, that feelings are clearly reflected."

Campaign focus

"The intention of the campaign is not to talk about ourselves, but rather to be a brand for betterment by providing the youth of our country with a stage to voice what impacts the daily reality of many South Africans through the lens of our brand's core positioning of 'Help'," says Bernice Samuels, FNB chief marketing officer.

"The company has a brand of high ideals and has a history of leading from the front, not just in terms of product and service innovation, but also in terms of its social focus on building a stronger, unified and values-based nation, referring to our Praise Singer, Anthem, and Dog ads to mention a few."

The chosen venue for the live advert, Naledi Secondary School, played an integral role in the events of 1976, a time when the youth of South Africa sent a message that could not be ignored and in doing so, helped change the future of our country.

The company also created an online portal at www.youcanhelp.co.za for the campaign, which is integrated across all platforms, including TV, OOH, and social media on Facebook and Twitter ([#littlehelps](https://twitter.com/littlehelps)).

"All of the great things we've done, we've done together by helping each other. Perhaps it's time for us to listen to the voices we seldom hear, the youth of our country, because it is the South Africa we build today that will be the country they will inherit tomorrow," concludes Samuels.

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