

New Business Banking campaign takes businesses to the next level

Issued by [Joe Public](#)

12 Jun 2015

Based on the insight that there is a pinnacle moment in a business lifecycle when growth challenges reach a tipping point and a business owner realises they need assistance to grow and take their business to the next level, Nedbank developed a new Business Banking campaign to demonstrate the importance of successful partnerships and the role they play in championing the growth of its clients' businesses.



To capture this moment of truth, Nedbank in partnership with creative agency Joe Public, developed a fully integrated campaign incorporating print, outdoor, digital and radio, which commenced in May 2015.

The campaign uses the metaphor of a "coach" to demonstrate the role of the bank in taking clients' businesses to the next level. The campaign kicked off with a soft launch in print and radio showcasing the story of a boxer who appears to have hit a ceiling and calls upon a coach who subsequently becomes instrumental in assisting him to take his game to the next level and ultimate victory. Borrowing from this metaphor, the recently launched TV campaign titled "Reins" uses a beautifully executed life story of a farmer and a foal, who grows up to be a successful racehorse.

The visually inspiring execution with emotive messaging is vividly depicted, with the farmer and horse representing the relationship between business owners and their businesses, while the horse whisperer represents the role of the bank.

The story transcends throughout the various growth stages of the horse, with the key moment in the commercial being when

the farmer realises he can no longer effectively train the horse himself. Rather than quit his dream, he calls on someone more capable and experienced to partner with him to take his horse to victory - elegantly signifying the importance of having the right partnership.

"We believe having a good relationship with the right partner serves as a catalyst and brings the storyline to life, portraying moments of truth, the various growing pains and support where it matters most for business owners," says Vanessa Singh, Marketing Executive of Retail and Business Banking at Nedbank.

This leg of the campaign was initially launched in cinema on 29 May, followed by TV, print, radio, digital, social media and outdoor nationwide from 11 June.

Knowing that this particular story needed to connect on an emotional level whilst also delivering on the scale and production of this magnitude, Joe Public approached the industry's highly skilled and experienced team, Director, Greg Gray and Executive Producer, Helena Woodfine of Velocity Films to take on the challenge of producing a world-class television commercial.

The technical production lasted over seven months, resulting in a highly complex shoot that was filmed on a picturesque and landscape rich Wellington farm and Durbanville racecourse in the Western Cape. This required six days of filming due to the use of 17 different horses, with top local animal wranglers and a team of world-class horse trainers, all led by a great team of lead actors who delivered truly authentic performances to ensure a strong emotional connection with the audience.

"The magnitude, quality and richness of the creative concept was paramount to bringing to life the very essence of Business Banking's philosophy that every business owner needs a trusted partner to walk the journey with them, and hold the reins hand-in-hand from time to time in order for them to succeed," added Pepe Marais, Chief Creative Officer at Joe Public.

"This is a truly heart-warming story as small to medium sized businesses are the much needed lifeline of the country's economy, not only for job creation but also to create a vibrant society and an entrepreneurial culture, to take South Africa to the next level. This is another way Nedbank continues to partner with businesses for growth for a greater South Africa - from the light of day, the big league and the finish line, through every growth phase. We are very excited about the campaign, and businesses can look forward to an inspiring story that resonates with their realities to make the things that really matter happen in their businesses," concludes Singh.

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