

**Company:** İş Sanat, İstanbul, Türkiye  
**Company Description:** İşbank that was founded by Atatürk in 1924 has made it its mission to support art and culture in order to promote social development and has been involved in many projects to this end since the first days after its foundation. İşbank carries out its activities in the fields of music, performing arts, plastic arts, history, museum management and archaeology under the brand name of İş Sanat.  
**Nomination Category:** Publication Categories  
**Nomination Sub Category:** Company History Publication - More Than 50 Years  
**Nomination Title:** 100 Years of İşbank: Intelligence, Attention and Decency



1. Date this publication was first distributed:
- August 2024
2. Briefly describe this entry's communications objectives and how it met those objectives (up to 200 words):

**Total 200 words used.**

As the first national bank of the Republic of Türkiye, İşbank is celebrating its 100th anniversary in 2024 with a year-long programme of cultural and artistic events alongside its subsidiaries.

Under its vision as the Bank of the Future, İşbank is launching impactful projects and a special trilogy comprising an exhibition, documentary, and a book, designed to highlight the bank's history and future aspirations.

To commemorate this milestone, İşbank is publishing a prestigious book, "100 Years of İşbank: Intelligence, Attention, and Decency," authored by Associate Professor Dr. Y. Doğan Çetinkaya and coordinated by İş Sanat's History Studies Team. The book draws extensively upon İşbank's own archives as well as various national and international sources, surpassing previous research efforts. Its title is inspired by Atatürk's words during the bank's founding: "Do not be discouraged. For institutions such as this, the strongest capital is intelligence, attention, and decency."

This commemorative publication, available to İşbank's employees, retirees, their families, and enthusiasts of history and economics, includes rare visuals showcasing Türkiye's socio-economic evolution and engaging anecdotes from the bank's journey. It also features a reprint of "The First Ten Years of İşbank," originally published in 1934 for the bank's tenth anniversary.

3. Provide the applicable creative and production credits for this entry:
- Specially prepared for İşbank's 100th anniversary, this book received significant media attention through public relations efforts, appearing in print media 24 times, achieving 3,265 column centimetres of coverage and reaching 3,063,439 individuals. Additionally, Associate Professor Dr. Y. Doğan Çetinkaya discussed the book in a 35-minute conversation on İşbank's YouTube channel podcast "Bana Yarından Bahseder Misin?".
- The communication activities conducted for the publication resulted in 155 online news pieces reaching 1,268,995 people and 20 television segments totalling 22,320 seconds, reaching 480,940 viewers. Overall, these initiatives achieved a total reach of 4,813,374.

<https://www.youtube.com/watch?v=kOKAKa8XDE8>

**Attachments/Videos/Links:**

[100 Years of İşbank: Intelligence, Attention and Decency](#)

[REDACTED FOR PUBLICATION]