

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: Video Categories

Nomination Sub Category: Documentary

Nomination Title: A 100 Year Gift

1. Date this production was first released/publicly viewed:

August 26, 2024

2. Briefly describe this entry's communications objectives and how it met those objectives (up to 200 words):

Total 188 words used.

Founded in 1924 by direct instruction of Mustafa Kemal Atatürk, İşbank, the first national bank of the Republic of Türkiye, proudly celebrated its centenary with great enthusiasm.

Committed to creating tangible and sustainable value under its Bank of the Future vision, İşbank went beyond a retrospective review of its past, producing a masterpiece documentary to add lasting value to our collective memory.

Prepared by İş Sanat in collaboration with 25 Film, the documentary targeted the widest possible audience, using an accessible language and format. The primary goal was to create a significant resource on İşbank's history, intended as a legacy for future generations.

To ensure broad appeal, the documentary adopted a docu-drama format, departing from previous, more didactic anniversary films. Inspired entirely by true stories and characters, yet incorporating fictional elements, the film narrates İşbank's founding.

The 45-minute film, titled **100 Yıllık Armağan (A 100 Year Gift)** presents three intertwined narratives covering memories from the bank's foundation to the present day. Highlights include Atatürk appointing Celal Bayar to establish İşbank, the first headquarters visit, the iconic piggy bank tradition, and Atatürk gifting wrestler Kurtdereli Mehmet Pehlivan a cheque.

3. Provide the applicable creative and production credits for this entry:

The trailer: <https://www.youtube.com/watch?v=0Vlah3LfMvA>

The Full Version: <https://www.youtube.com/watch?v=YIj1sJ7DGic&>

Initially premiered via a private link for employees, the film was subsequently promoted through a trailer. It aired nationally on Star TV and Bein İz TV during prime time on 26 August, simultaneously launching on İş Sanat's YouTube channel. It has amassed 1.532.480 views and attracted 743 new subscribers.

According to Future Bright's Advertising Health Index, the film's trailer scored 46, exceeding the banking sector average, marking a notable success.

Attachments/Videos/Links:

[A 100 Year Gift](#)



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