

**Company:** Garanti BBVA, Turkey

**Company Description:** Garanti BBVA which is the one of the largest private bank in Turkey was founded in 1946. Garanti Bank's stakes are owned by the Spanish bank Banco Bilbao Vizcaya Argentaria. Garanti BBVA provides services in all business lines including payment systems, retail, commercial, corporate, SME, private and investment banking. With 22,664 employees, Garanti BBVA serves approximately 30 million customers.

**Nomination Category:** Marketing Campaign Categories - Specialty

**Nomination Sub Category:** Engaged Community of the Year

**Nomination Title:** Garanti BBVA Kripto

1. Which will you submit for this nomination, a video of up to five (5) minutes in length about the nominated engaged-community campaign or program, OR written answers to the questions for this category? CHOOSE ONE:

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

3. If you are providing written answers to the questions for this category, you must answer this first question: Specify the date on which this engaged-community campaign or program was launched:

August 2023

4. If you are providing written answers to the questions for this category, you must answer this second question: Describe the genesis of the nominated engaged-community campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

**Total 230 words used.**

The genesis of Garanti BBVA Crypto stems from Garanti BBVA's strategic vision to lead innovation in financial technologies. This marked a significant milestone as the first organic investment by a banking subsidiary in Türkiye, reflecting the institution's commitment to advancing the digital asset ecosystem. Program was developed to address the growing demand for secure and accessible digital asset services. As a long-standing institution in the traditional banking sector, Garanti BBVA's involvement reassures users by providing a secure and credible platform for cryptocurrency transactions, reducing concerns about security vulnerabilities. This is particularly beneficial for newcomers to the crypto space, lowering barriers to entry. Moreover, the bank's participation accelerates mainstream adoption of digital assets. With its extensive customer base, Garanti BBVA makes cryptocurrencies more accessible to a wider audience, encouraging broader usage and integration into everyday financial activities. This can significantly expand the reach of the crypto ecosystem. Additionally, the presence of a major player like Garanti BBVA stimulates competition and innovation in the sector. Other crypto platforms are incentivized to improve their services, focusing on security, user experience, and technological advancements, ultimately elevating the overall quality of offerings in the market.

Garanti BBVA's entry into cryptocurrency trading strengthens the sector by fostering trust, regulatory compliance, mainstream adoption, innovation, and market stability. This development creates a more secure and professional environment, paving the way for the sustainable growth of the crypto ecosystem.

5. If you are providing written answers to the questions for this category, you must answer this third question: Describe the development of the engaged-community campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

**Total 244 words used.**

The program was built around two core MVPs: a cryptocurrency wallet and a trading platform. The planning process emphasized a phased rollout strategy. The first phase focuses solely on the wallet service, allowing users to securely store and manage their crypto assets. A new mobile app was developed for this purpose, featuring an independent account creation process managed by Garanti BBVA Crypto. The company is a subsidiary of Garanti BBVA. The first phase, establishing initial contact with users and conducting market testing, allows Garanti BBVA to gauge user interest and refine its offerings. The second phase, launched approximately a year later, introduced trading functionalities, enabling users to deposit TRY and trade cryptocurrencies directly within the app.

The creative development of the campaign highlights the app's security and professionalism. The account creation process, while potentially perceived as lengthy, is framed as a feature that reflects the bank's commitment to safety and compliance. This messaging reassures users, particularly those unfamiliar with cryptocurrency, and emphasizes Garanti BBVA's role as a reliable guide in the crypto space.

Media planning plays a crucial role in the campaign's success. TikTok was selected as the primary channel to reach tech-savvy audiences, while X/Twitter, Meta platforms, and affiliate networks were incorporated to ensure comprehensive digital coverage. The campaign balances performance-driven communication with branding efforts, aiming to reach 35 million people with an average frequency of 10. This strategic blend of performance and branding ensures both measurable results and long-term brand equity growth.

6. If you are providing written answers to the questions for this category, you must answer this fourth question: Outline the activities and concrete results of this engaged-community campaign or program since the beginning of 2023. Even if your initiative started before 2023, limit your response to activities and results since the beginning of 2023 only (up to 250 words):

**Total 245 words used.**

Since its launch in 2024, this app has become a platform with an average of 2.5M daily active users.

In the first phase (July to September 2024) the program began with a strong initial growth, as evidenced by the high number of installs (e.g., 95,226 installs in the first month). A structured onboarding process was implemented to ensure users transitioned smoothly from registration to active use. This is reflected in the high onboarding start and completion rates during the initial months (e.g., 44,057 onboarding starts and 42,528 completions in July). Login events remained high in the early months, with a peak of 441,804 logins in the first month, reflecting efforts to retain users and encourage frequent app usage. July to September 2024 demonstrated excellent performance in terms of CPA. The cost per deposit-end was 3,913₺, the cost per onboarding-end was 294₺, and the install CPA was 36₺.

Phase 2 started in October 2024. With the announcement of the trading platform, the app entered its peak period. (October to December 2024) Compared to phase 1, there is a 402% increase in deposit-end numbers, a 288% increase in onboarding-end numbers, and an impressive 875% growth in install numbers. In terms of CPAs, 71% improvement in cost per deposit-end, a 62% improvement in cost per onboarding-end, and a 85% improvement in cost per install.

The integration of new channels such as influencer marketing into the strategy contributed to sustained growth.

7. You have the option to reference here any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

## Attachments/Videos/Links:

[Garanti BBVA Kripto](#)



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