

Company: QNB Private Banking

Company Description: QNB Türkiye, established in 1987 and headquartered in Istanbul, is one of Türkiye's largest private banks. As part of the Qatar National Bank (QNB) Group, it serves millions of customers with a wide range of banking services. The bank employs over 10,000 people and operates an extensive branch network across the country.

Nomination Category: Marketing Campaign Categories - Specialty

Nomination Sub Category: Brand Experience of the Year - Consumer

Nomination Title: QNB Private Banking's Brand Experience Strategy

1. Which will you submit for this nomination, a video of up to five (5) minutes in length about the nominated 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 brand experience campaign or program was launched:

QNB Private Banking's current customer experience strategy started to shape in January 2023. While customer-focused services had long been a part of the brand's identity, 2023 marked a strategic shift: consolidating various lifestyle, digital, and loyalty initiatives into a structured, measurable, and privilege-driven brand experience platform tailored for high-net-worth individuals.

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 brand experience 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 170 words used.

By late 2022, it became clear that Private Banking clients were increasingly expecting their financial institutions to serve as lifestyle partners—not just providers of transactional excellence. With competitors racing to digitize, QNB Private Banking identified a distinct opportunity: to go beyond digital transformation and create a cohesive, emotionally engaging experience rooted in everyday value, recognition, and privilege.

Thus, in 2023, QNB Private Banking enhanced its approach around a unified customer experience strategy. The goal was to reflect the aspirations of its clientele by offering an integrated mix of lifestyle, travel, digital, and cultural privileges—while also ensuring clients felt seen, appreciated, and empowered in every interaction.

Key challenges included:

- Fragmented service delivery across digital and offline touchpoints,
- The growing similarity of loyalty programs in the market,
- And a need to measure satisfaction more dynamically.

QNB Private Banking addressed these by investing in seamless app functionality, expanding exclusive partnerships, and implementing real-time feedback mechanisms. The guiding vision was not only to satisfy but to emotionally engage, transforming moments into meaningful brand touchpoints.

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

Total 178 words used.

The campaign was developed through collaborative and cross-functional planning. The first step was clearly defining strategic objectives—improving retention, deepening emotional engagement, increasing satisfaction metrics, and growing assets under management (AUM) through elevated client trust.

The creative direction revolved around the QNB First Digital App, which evolved into a lifestyle gateway rather than just a transactional platform. Functionalities were enhanced to allow clients to:

- View and activate privileges through dynamic QR codes,
- Track their usage history,
- And receive tailored offers based on behavior and interest.

QNB Private Banking forged strategic alliances with premium partners across key lifestyle verticals. These included:

- **TED Sports Club**, for exclusive access to tennis events,
- **Inventist Hotel & Academy**, offering wellness programs and on-site privileges,
- **Galerist**, facilitating exclusive art tours and cultural enrichment.

To monitor results, Net Promoter Score (NPS) surveys were embedded into key touchpoints. This allowed both automation and personalized follow-up based on client comments. Each data point was reviewed monthly to fuel iterative improvement.

The program was also designed in alignment with QNB's institutional values—establishing **lifelong partnerships rooted in understanding and success**.

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 brand experience 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 211 words used.

The strategy led to an extensive set of initiatives across core experience domains:

- **Travel:** Enhanced premium airport services—including chauffeured airport transfers, fast track, buggy, and lounge access—bookable through the QNB First Digital app with QR codes and usage tracking.
- **Lifestyle:** Discounts and access to elite dining, boutique hotels, wellness centers, Netflix and Apple subscriptions, and exclusive seasonal campaigns (e.g., Bodrum/Cesme beach privileges).
- **Culture:** Unique collaborations such as private art gallery visits with **Galerist**, and ticket access to top performance venues like **DasDas** and **Atlas 1948**.
- **Sports & Wellness:** TED Sports Club sponsorship for tennis events, and Inventist Hotel & Academy partnership providing access to fitness classes, courts, and special rates on accommodation and dining.
- **Digital Integration:** All privileges were unified under "My Privileges" in the QNB First App, where users could track entitlements, get notified, and leave instant feedback.

Results achieved since January 2023:

- 57% growth in AUM: from ~486 billion TL (USD 12.6B) in April 2024 to ~768 billion TL (USD 19.9B) in April 2025.
- An NPS satisfaction score of 88% achieved across channels.
- Marked increase in digital engagement—especially in privilege usage and app login frequency.

These outcomes validate the program's success in building not just a service offering, but a **memorable and emotionally resonant brand experience**.

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):

Total 114 words used.

The attached portfolio presentation serves as a visual and structural proof of the experience framework described in this nomination as it outlines a comprehensive list of privileges offered.

This material helps the jury understand how QNB Private Banking has created a consistent, end-to-end brand experience—from digital onboarding to in-person privilege redemption. It also demonstrates the **scope and diversity** of the offering, which is rare in the private banking industry.

Importantly, the portfolio proves that this was not a one-time campaign, but rather a **scalable platform** that continues to grow and evolve based on customer needs and feedback. It shows the thoughtfulness behind every service and how each touchpoint contributes to loyalty, satisfaction, and advocacy.

Attachments/Videos/Links:

[QNB Private Banking's Brand Experience Strategy](#)

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