

Nomination: 20322

Bank of the Philippine Islands

Page: General Information
Name of Organization / Company Bank of the Philippine Islands
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Web Site Address https://www.bpi.com.ph (https://www.bpi.com.ph)
Page: Entry Information
Entry Title Bank of the Philippine Islands
Category B01 - B12 - Award for Excellence in Corporate Innovation > B03C. Award for Excellence in Innovation in Financial Industries - 100 or More Employees
Submission Format An Essay of up to 625 Words

Essay

Executive Summary

The Bank of the Philippine Islands (BPI) launched the "May BPI Dito" (BPI is here) initiative to revolutionize financial inclusion in the Philippines, where millions remain unbanked. By embedding banking services into everyday life through innovative marketing and non-traditional channels, BPI achieved significant results in its first year: onboarding over 200,000 new customers, creating strong engagement across physical and digital platforms, and setting a new benchmark for inclusive banking in Southeast Asia.

Objective

BPI aimed to acquire 20 million new customers by 2026, addressing barriers such as limited access to traditional banking, discomfort with financial institutions, and logistical challenges in underserved areas. The initiative focused on innovating customer acquisition, strengthening BPI's leadership in financial inclusion, and fostering trust among unbanked Filipinos.

The "May BPI Dito" Innovation

This initiative employed a three-pronged strategy, integrating physical and digital channels to make banking services accessible and approachable:

1. May BPI Dito sa Partner Stores

Concept: BPI partnered with over 5,700 retail establishments to display QR code tent cards, allowing customers to apply for BPI products during routine visits to supermarkets, gas stations, and payment centers.

Innovation: Embedded banking into high-traffic locations, making applications effortless.

Results: Distributed 60,537 BPI products in the first year.

2. May BPI Dito sa Lazada

Concept: BPI became the first Southeast Asian bank to launch a store on Lazada, enabling customers to explore and apply for banking products while shopping online.

Innovation: Combined e-commerce with banking, leveraging Lazada's 80-million-strong customer base.

Results: Gained 85,000+ followers, ranked among Lazada's Top 3 Digital Goods stores, and generated 7,185 successful applications.

3. May BPI Dito sa Barangay (Local Towns)

Concept: BPI deployed sales officers to barangays and community events, providing financial literacy education and direct access to banking products.

Innovation: Addressed physical and cultural barriers by bringing banking services to underserved areas.

Results: Reached 441,000 individuals, onboarded 207,479 new customers, and distributed over 441,000 products.

Key Results

1. Customer Acquisition: Over 200,000 new customers onboarded in the first year.

2. Product Distribution: More than 500,000 banking products delivered through various channels.

3. Brand Visibility: The Lazada store achieved an 88% satisfaction rating and ranked among the Top 3 Digital Goods stores.

4. Community Impact: Direct outreach reached over 441,000 individuals in underserved communities.

Innovation in Marketing

The initiative transformed customer acquisition by combining digital innovation and physical accessibility. By embedding banking services into everyday routines—whether through partner stores, e-commerce platforms, or community events—BPI redefined marketing for financial inclusion.

Why This Deserves Recognition

"May BPI Dito" is not just a new Agency Banking program—it's a blueprint for driving financial inclusion. By addressing systemic barriers with measurable results and a customer-centric approach, the initiative reimaged how a traditional bank can evolve to meet modern challenges. Its transformative and trailblazing impact on customer experience in the Philippine financial industry deserves recognition.

For this category please provide

An essay of up to 625 words describing the nominated organization's innovative achievements since July 1 2022, **OR** a video of up to five (5) minutes in length illustrating the same. Describe the organization's innovative achievements in at least three (3) of the following areas: organizational management, corporate social responsibility, financial management, corporate communications, customer service, human resources and employee development, information technology, marketing, product design & development, and research & development.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

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Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

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