

Nomination: 20628

Techcombank's My Own Greatness brand campaign

Page: General Information

Name of Organization / Company

Vietnam Technological and Commercial Joint Stock Bank (Techcombank)

Logo

Download File (https://asiastevieawards.secure-platform.com/file/32172/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWV1IjozMjE3MiwiaWVxsb3dOb3RTaWduZWVcmwiOiJGYWxzZSI6ImInbmrbwXGw6YXkVX-_Y0?logoTCB1%20doc.png)

Web Site Address

<https://techcombank.com/en> (<https://techcombank.com/en>)

Page: Entry Information

Entry Title

Techcombank's My Own Greatness brand campaign

Category

E01 - E12 - Award for Innovation in Marketing > E05. Award for Innovation in Cross-Media Marketing

Submission Format

An Essay of up to 625 Words

Essay

Techcombank is one of Vietnam’s leading banks, with a vision to Change Banking, Change Lives and build a greater and greener Vietnam.

Techcombank is the 4th largest listed bank in Vietnam by assets, but in Q4 2024 its brand reached new heights and achieved #1 Brand Equity Index (BEI) of any bank in Vietnam, as assessed by NielsenIQ.

Techcombank’s brand is punching above its weight is thanks to its “Be Greater” purpose-led branding campaigns that have connected the brand with the aspirational spirit of the Vietnamese people.

In 2023, Techcombank marked its 30th anniversary with a year-long “30 Years of Greatness together” campaign, celebrating the bank’s success together with Vietnam.

Based on the pillars of success, healthy living, and self-development, the campaign combined Vietnam’s largest ever digital art exhibitions, support for the Techcombank Hanoi and HCMC marathons, digital marketing, KOL driven social media campaigns and creative earned media coverage, to touch the hearts of millions of Vietnamese.

In 2024, Techcombank took its Be Greater branding to the next level through the MY OWN GREATNESS campaign, connecting the brand with everyone seeking to achieve their own greatness.

With Techcombank YOUR GREATNESS STARTS TODAY. This message was delivered through a new brand story designed to embrace the diversity of greatness, whether big or small, normal or extraordinary, and encourage everyone to achieve their own greatness, empowered by Techcombank.

Purpose-led branding initiatives engaged with the community and delivered lasting positive impacts for Vietnam and its people. The bank applied its AI capabilities to launch Vietnam’s 1st ever AI song generator that enabled customers to create personalized songs to celebrate their own greatness.

More than 40,000 songs had been created by the AI song generator by the end of 2024, and the campaign was widely amplified through earned media coverage and social media. Techcombank brought the campaign to a crescendo through a partnership with Vietnam’s top musicians Soobin, Rhymastic and Slim V, to create a new song called “Go for your Dream”. The song reached seven million views on YouTube within the first 2 weeks of release and made the campaign the top national Marketing Campaign for two consecutive months.

Techcombank engaged with the community by expanding its support for the Hanoi and HCMC Marathons. In 2024, the events attracted over 30,000 runners, up from 24,000 in 2023 bringing the “Be Greater” spirit to life and delivering positive social impact by promoting healthy living in the community.

Techcombank also joined hands with the community to create a Be Greener Vietnam through its Winter Giving campaign. This saw Techcombank employees and the public plant over 11,850 trees on 7.9 hectares of degraded watershed to create the Techcombank Community Forest in one of Vietnam’s most important nature reserves. In Q424 it launched a digital marketing campaign to promote the new Techcombank Visa EcoCard, which lets customers track their carbon emissions against spending, and which helped the product attract over 200,000 users by end 2024.

Techcombank promoted a ‘Be Greater Vietnam’ through its Techcombank Keynote: Pioneering Innovation and the Vietnam Investment Summit. These events showed how AI could be used to set new standards in customer experience and showcased Vietnam’s vibrant economy to the world.

Through a mix of innovative marketing, events, social media and earned media coverage Techcombank’s Be Greater campaigns drove rapid growth in brand value to US\$ 1.5 billion in 2024 according to Brand Finance.

Techcombank’s industry-leading brand metrics in 4Q2024:

Highest Brand Equity Index of any Vietnamese bank

Top of Mind score increased to 22% from 15% 2022

NPS increased to 92; #2 in Vietnam banking sector

Techcombank brand has driven rapid growth in customers. 2023 to 2024, Techcombank added 4.5 million customers, increasing its customer base by around 50% to over 15 million

For this category please provide

An essay of up to 625 words describing the nominated innovative achievements in marketing since July 1 2022, **OR** a video of up to five (5) minutes in length illustrating the same.

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

Do You Have Supporting Files You Would Like to Upload?

No

Do You Have Website URLs you would like to link to

Yes

URL 1

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Terms and Conditions

I Agree