

Maybank's Branding On MSN Yields Successful Returns



Background

The Maybank Group is the largest banking group in Malaysia and has been leading the banking industry for over three and a half decades. Its financial portal site www.Maybank2u.com provides a suite of online banking facilities and services. Maybank joined with MSN to strengthen its brand and image, as well as increase traffic and subscription to its site. Partnering with MSN's digital marketing expertise meant that the bank would get visible presence on MSN Explorer, the latest Internet browser, as well as vast co-branding and sponsorship opportunities extending Maybank's visibility and services to a wider audience reach.

Goals

- Introduce and convert Maybank2u.com online services to traditional Maybank customers
- Increase subscription of online services by non-Maybank customers
- Increase traffic to the site
- Increase visibility of the Maybank brand and its financial portal

Challenge

Maybank2u.com offers online banking services that include account balance and cheque status inquiry, various forms of fund transfer, fixed deposit placement, online bill payments to over 190 corporations, insurance purchasing, as well as share trading and online shopping. Not only did Maybank want to strengthen the awareness of its prestigious brand and increase site traffic, but a key goal of the financial institution was to convert traditional banking customers to use the online services. This was a major challenge as one out of every five Malaysians is a Maybank customer, meaning that it was a large customer base to convert. Determined, Maybank wanted a partner with the digital marketing and industry leadership to help the company achieve its goals. Hence, Maybank signed a strategic alliance with MSN.

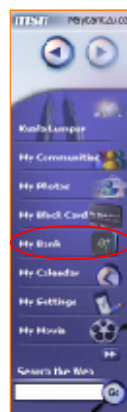


Target

- Traditional "non-Internet" Maybank customers
- Non-Maybank customers

"Maybank is committed to work with world class, prominent corporations such as Microsoft and MSN, market leaders aiming to provide the best benefits for our customers."

*Datuk Amirsham A Aziz,
Managing Director, Maybank*



"Our synergy with MSN lets us offer better value-added tools, features, and the latest financial information for easy access and convenience to our products, services and foremost, online customer banking."

Result

- Within five months, the "My Bank" button accounted for 23% of total click throughs received on MSN's "My Stuff" buttons (located on the left of the homepage).
- In Feb 2002, the "My Bank" button had a 1.4% click through rate that increased to 1.7% in March and attained an all-time high of 2.1% in April.
- The year long strategic alliance between Maybank and MSN is presently ongoing. Thus far, positive feedback, acceptance and enthusiasm from Maybank customers and newly converted customers alike have been received. The company's brand image and awareness of Maybank2u.com services remains strong throughout the Malaysia and Singapore region.

The MSN Advantage

Room to Explore and Browse

The highly anticipated Internet browser MSN Explorer provided Maybank with a viable channel to feature products and promote its services. Leveraging on the noise from the launch of MSN Explorer, which also became the browser of choice on over 470 customer PC terminals at the banks for access to Maybank2u.com, Maybank also distributed MSN Explorer installation CD-ROMs at the PC locations. Maybank2u.com users were also invited to download the new browser directly online. Further strengthening its branding efforts, Maybank2u.com became the exclusive banking link through a prominent "My Bank" link button on MSN Explorer in the Malaysia and Singapore markets.

Advantageous Digital Marketing Leadership

MSN's extensive network of digital marketing opportunities also enabled Maybank2u.com to power and sponsor the MSN Business Channel (www.msn.com.my/business) through co-branded content (exchange rates, KLSE Indices, financial news and user tools such as calculators).

Maybank's innovative marketing approaches also made use of MSN's creative ad vehicles on MSN Malaysia and Singapore homepages, as well as the distribution of promotions and product announcement to a combined total of over one million of the countries' Hotmail unique users.

Maybank's online efforts with MSN worked in conjunction with the bank's offline promotions and activities, including special promotions for Maybank2u.com customers, announcements in credit card billing inserts, mall events and roadshow promotions.

Bringing the Web Closer to Life

With similar goals, the partnership and strategic alliance between MSN and Maybank is another example of the successful aim in bringing the Internet and its network services to enable businesses to increase profitability and branding, and foremost, for consumers to get more out of life through the Web.



"Working with MSN brought us closer to our goal of helping businesses and consumers alike get more out of life."

