

#QueremosAyudarte: Santander Argentina presents its new institutional campaign

What do a new car, a trip to watch the final match of the Champions League and an unusual marriage witness have in common? Simple: our employees' desire to help others. "We want to help you" was inspired in each and every employee of Santander: the advertising campaign based on real stories, aimed at transforming the Bank's image into one that resembles closeness and familiarity.

16/10/2019 The campaign was presented to Santander Argentina's employees on 23 September at its Garay building headquarters. Two photography sets were ready since first thing in the morning: employees interested in participating in the campaign could take a picture at the set. The purpose of taking these pictures was revealed later on, and this was to use them on the façades of branches.

The campaign was presented later on at the main hall. The presentation started with the bank's first institutional campaign launched in 1991, under the slogan "There is nothing more valuable than a good image". Next, Juan Cerruti, manager of Corporate Communications, and Silvia Tenazinha, main manager of Retail and Commercial Banking, explained the content of the campaign.

Finally! The moment we have all been waiting for: employees then enjoyed the avant premiere of the campaign's videos, featuring the employees participating in the campaign! The campaign includes three real-life stories: Antonio, who invited the employees of his branch to his wedding and asked María Inés Ambrosini, the branch account executive, to be his marriage witness; Rubén Bonzi, customer service representative, who helped Juan buy a car; and Natalia, who won a trip to watch the final match of the Champions League, and how Gustavo Sánchez spoke to her boss for her to accept the prize.