

# NAB ELEVENTH HOUR



ORLANDO KING, MITCHEL BUCKLAND, PABLO PEREZ  
& LOLA ELLE BELLAMY-HILL ARE HERE IN THE NICK OF TIME.



Culture:

# WORK HARD

- Rise in gig econ: uber, depop, markets
- 'Second screen' and modern set-ups
- 'Loud-budgeting' and 'underconsumption-core'
- Affirmations and manifestations

## Why is my generation so caffeinated all the time?

Energy drinks like Celsius are taking college campuses by storm, and they've kicked up the buzz quotient to a whole new level.

By Natalie Koshman Updated July 25, 2024 3:08 a.m.



Netflix's new chief product officer also wants to engage your 'second screen'—the phone you hold while watching TV



manifesting baddies

11.7K Members

Culture



lostandfoundmarket

Follow

4,512 posts

15.3K followers

67

Lost and Found Market

Collective of Vintage Resellers

Hidden upstairs warehouse, located on Brunswick

- OPEN 7 DAYS - ... more

🌐 [www.lostandfoundmarket.com.au](http://www.lostandfoundmarket.com.au)

Followed by aatarangi, james.trjssn, and jessgrinde



dmdrama

Follow

Message

2,321 posts

573K followers

DM Drama

🔥 dramatic buying + selling dms 🔥

📩 submit yours via dm 📩

📧 [hello@dmdrama.com](mailto:hello@dmdrama.com) for partnerships

🌐 [dmdrama.com](http://dmdrama.com)

Followed by cult\_sensation, booststedkook + 34



Culture:

# PLAY HARD

- In the clurb we all fam / shoulda been at the club
- 'Recession pop' / Brat Summer
- Social Media breaks
- Uplifting and supportive tone.

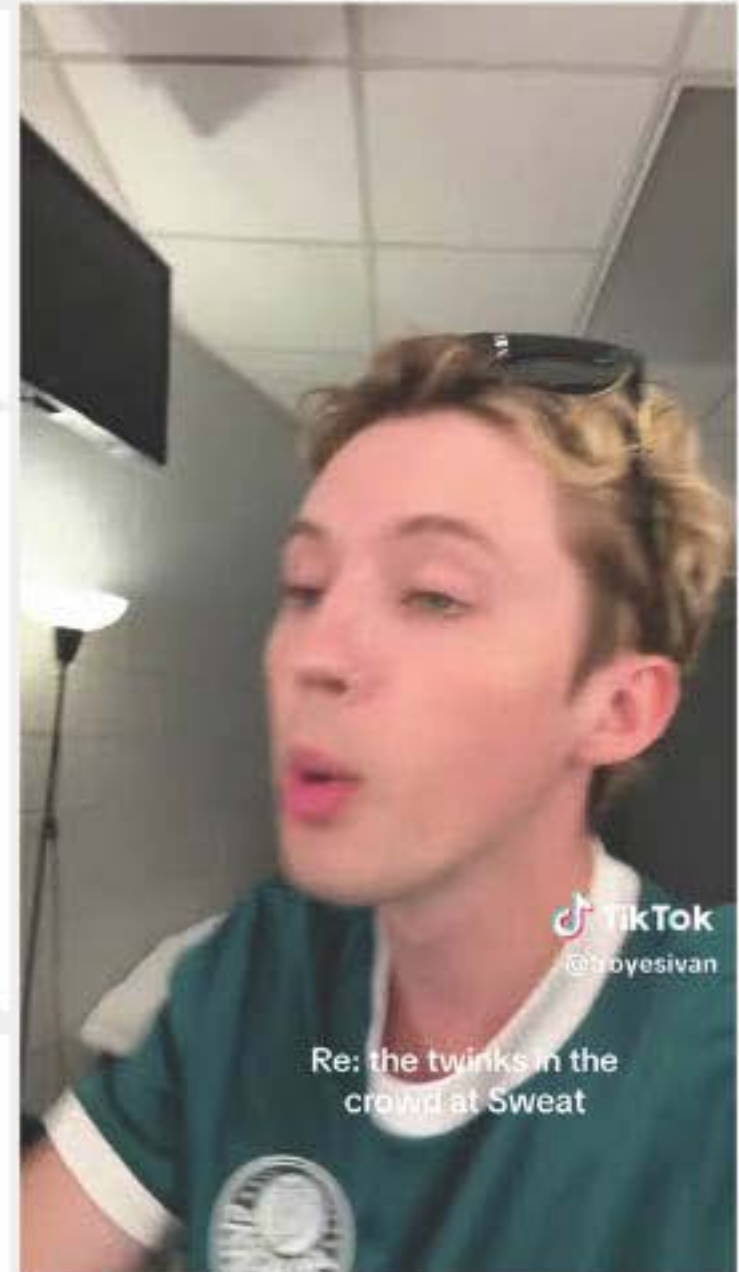


What exactly is "recession pop"?

DAVID BEXARITA

10.10.2020

In the mood for a good game of about thinking out louds about culture in the music scene now that?



# YOUNG AUSSIES

\* BETWEEN  
18 - 28

\* LIVE IN NAARM,  
GADIGAL, MEANJIN,  
NGAMBRI

42%

had a side hustle,  
while 31% planned on getting one

10%

increase in Gen Z Aussies  
working more than one job.

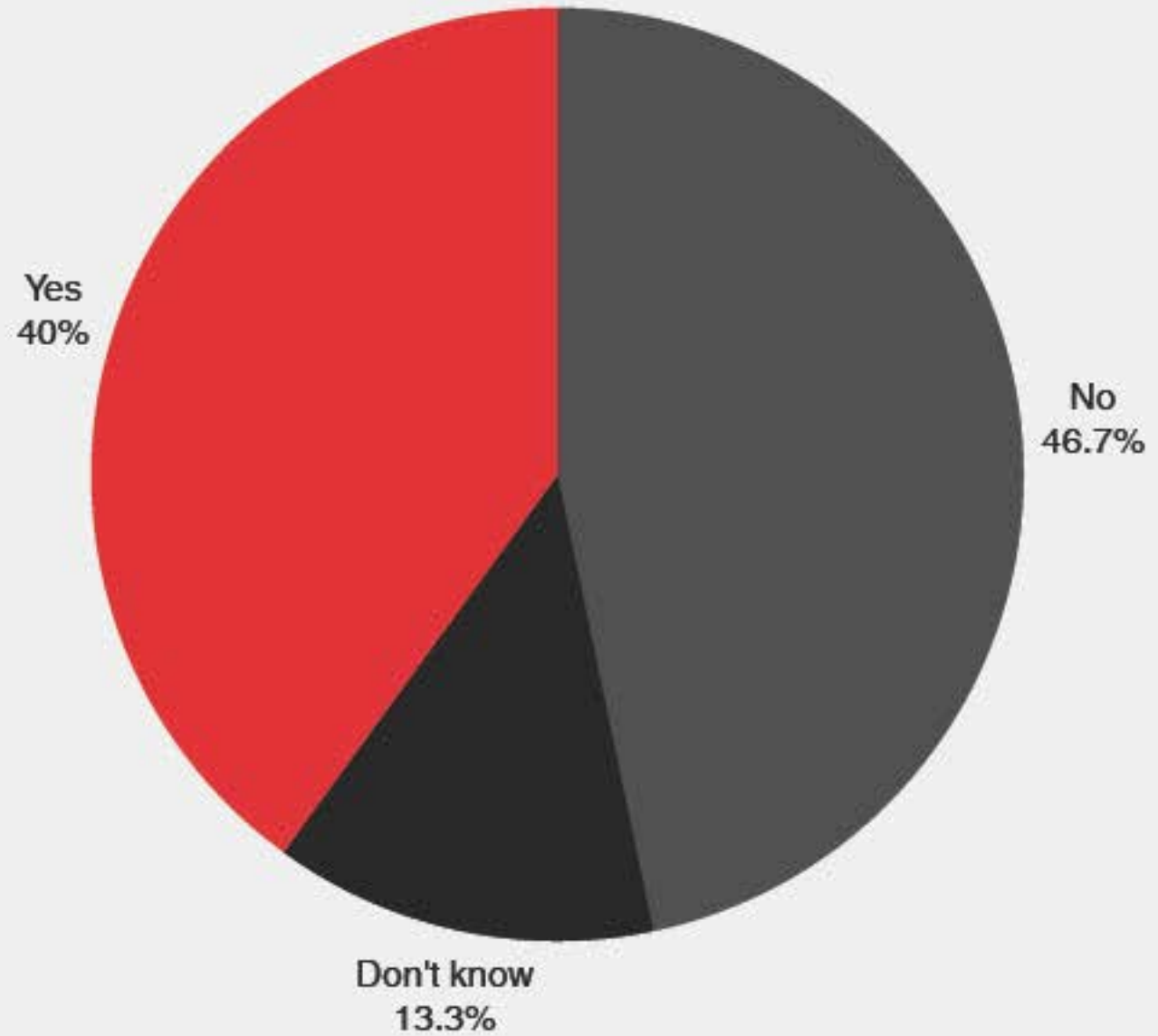
63%

increase in Millennials & Gen Z  
opening Business Banking Accounts.



*Survey:*

**DO YOU  
NEED  
MORE  
THAN  
ONE  
JOB?**





# YOUNG AUSSIES

\* BETWEEN  
18 - 28

\* LIVE IN NAARM,  
GADIGAL, MEANJIN,  
NGAMBRI

71%

engage with BVOD streaming

#1

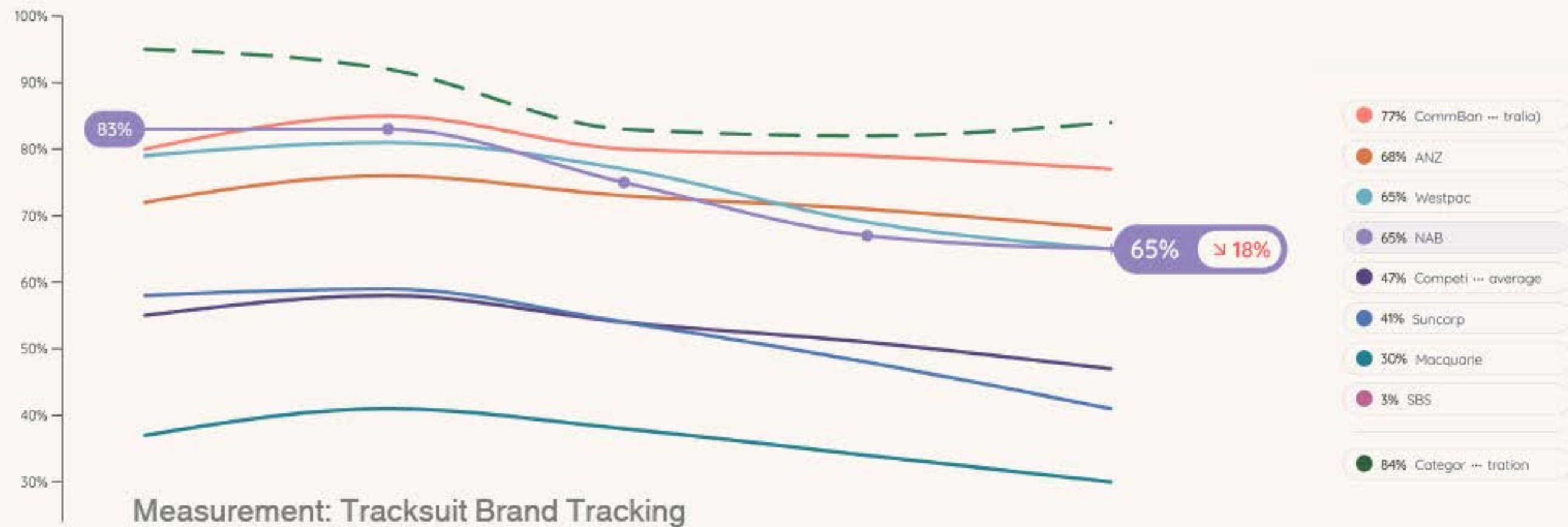
source for news is Social Media.  
YouTube top SM for Aussies.

75%

of Millennials & Gen Z  
prefer to support local business.



# BRAND TRACKING



# BRAND PERCEPTION

● Common themes

● Unique themes



Measurement: Tracksuit Brand Tracking



# CATEGORY AUDIT

## COMM BANK AUSTRALIA



## WESTPAC AUSTRALIA + AOTEAROA



## ANZ AUSTRALIA + AOTEAROA



## NOTABLE EXAMPLES

- BANK ON MONTREAL 'NXT LEVEL'
- ASB 'BENEE'S BAGELS'
- CAANZ 'MAKE EPIC STUFF HAPPEN'





# ALL ABOUT NAB

NAB Easy Tap

Take customer payments  
on the go



- **‘More than Money;’** merging monetary and personal support for customers, understanding ‘the real issues.’
- Founding member of Small Business Australia.
- NAB EasyTap - transform your phone into an EFTPOS terminal
- Cheeky everyman brand voice.



# NABBING GEN Z

Feel pressure to build a financially successful life

67%

Gen Z

vs

46%

All respondents

Sending off a jacket to save for a Euro Summer?

Q NAB



Current messaging is focused on giving up something to get something back (selling a jacket for a holiday, getting back money owed).

Let's do something different.

*THE CHALLENGE:*

# **GEN Z AWARENESS OF NAB HAS FALLEN OFF**

- 85% of exposure to Gen Z Australians (18-28)
- Increase awareness of Gen Z Australians (18-28) by 250K
- Last at least 6 months during FY2025



*THE SOLUTION:*

# WHAT WE HEARD:



You want a **theme of understanding**. NAB *truly* gets Gen Z, and is not pandering to them.



You want **'memory shortcuts'** that put NAB front of mind.



You want your iconic cheeky and intelligent **tone of humor** to shine through.

**INSIGHT:** Gen Z juggles countless side hustles to survive the cost-of-living crisis.



**IDEA:** Become the #1 cheerleader for  
Gen Z entrepreneurs —  
from inspiration to manifestation.

INTRODUCING...

**THE BANK THAT  
INVESTS IN  
*YOUR* JOURNEY**

*Phase One*

# THE GRIND- NAB GETS ME



*To fuel motivation:*

# GRIND

- NAB branded sugar-free energy drink
- Kickstarts your journey
- Tangible motivation
- FREE



# ACTIVATIONS



PATTERN BY ADAM LENG

Launched before exam season and christmas holidays

## FRIDGES & BEVERAGES:

- Gifted to UNILODGE halls and HUB Australia co-working offices
- Remain in kitchens after the campaign, re-enforcing the memory shortcut of NAB being there from the beginning for generations to come.



*YT & BVOD:*

# THE HUSTLE

A young entrepreneur looks at their stack of orders, appearing overwhelmed. They glance at their printer as it spews out labels. After a pause, they take a deep breath and determinedly take out a Grind can, crack it open, take a big swig and get working while the day/night light through the window cycles past.

"The bank that invests in your journey."  
<NAB Logo>





YT & BVOD:

# THE BAND

A band at the start of their journey, jamming in someone's basement. After a pause, they take a deep breath and determinedly take out a Grind can, crack it open, take a big swig and get jamming while the day/night light through the window cycles past.

*"The bank that invests in your journey."*  
<NAB Logo>



YT & BVOD:

# THE STUDY

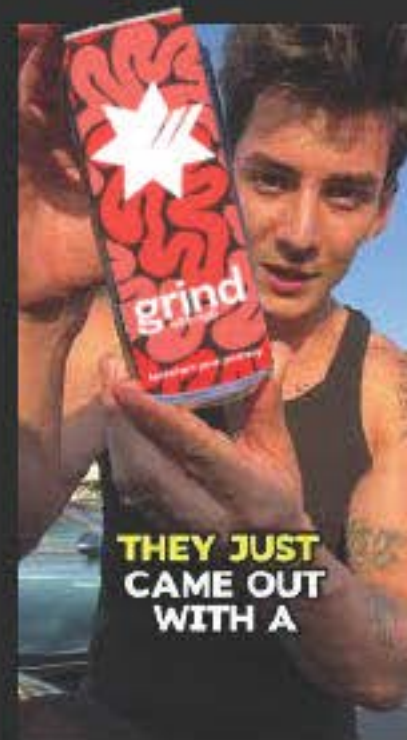
A student looks at their mountain of work ahead, appearing overwhelmed. They glance at their computer which dings with yet another thing to do. After a pause, they take a deep breath and determinedly take out a Grind can, crack it open, take a big swig and get working while the day/night light through the window cycles past.

*"The bank that invests in your journey."*  
<NAB Logo>



Organic / Earned:

# GEN-Z GENERATED CONTENT



THEY JUST  
CAME OUT  
WITH A



REACTING TO THE GRIND ENERGY DRINK BY NAB



Sponsored Content:

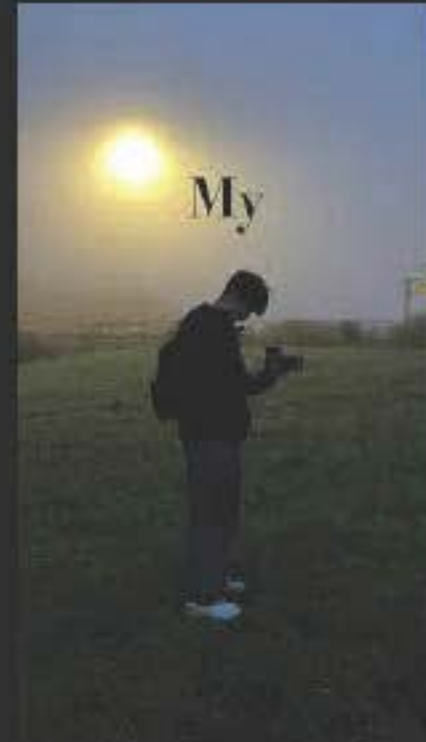
# #WHATS YOUR JOURNEY





*Organic / Earned:*

# FOLLOW THEIR JOURNEY



PHASE TWO:  
**JOINING  
THE  
JOURNEY**





Experiential:

# THE HUSTLE HUB







*Social Push Content*

# LOCAL HUSTLERS

Find local, up-and-coming entrepreneurs who responded to the original social push and help them make content about their journey to the Hustle Hub Markets

Examples:


- Bakers
- Clothing designers
- Photographers
- Ceramics makers

*Out of Home / Billboard:*

**GETTING  
PEOPLE  
THERE**

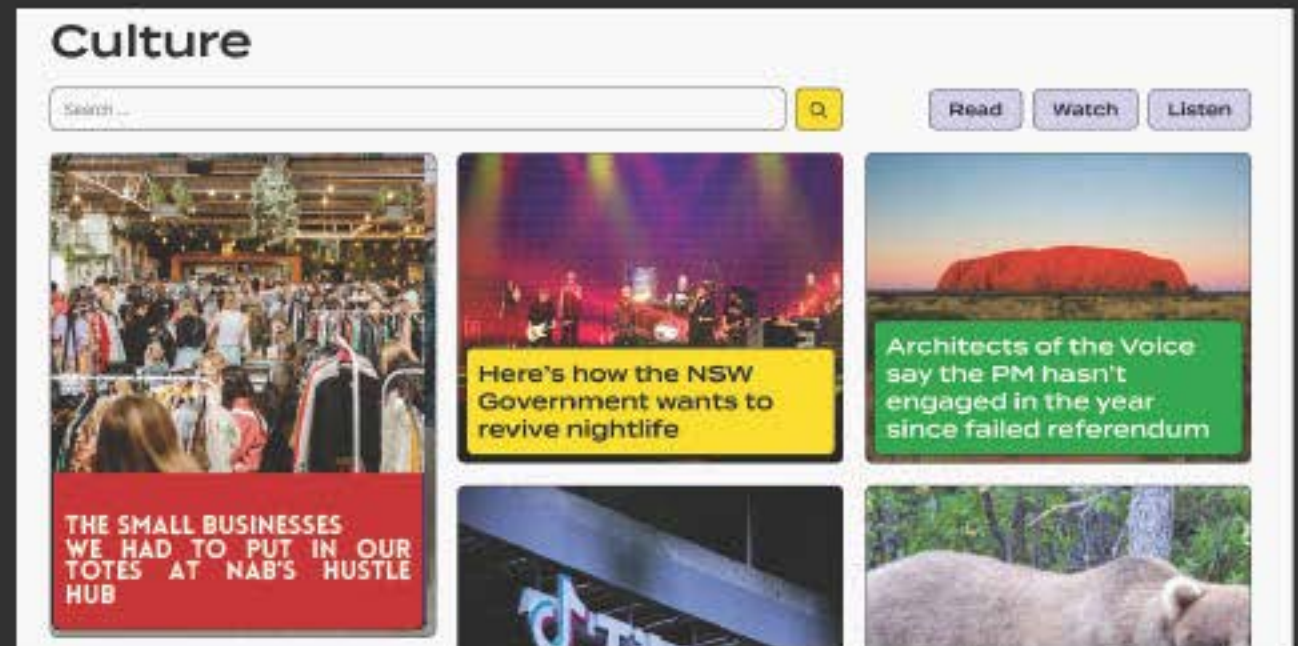
**BAKE  
BREAD  
MAKE  
DOUGH**

**THE  
MELBOURNE  
HUSTLE HUB  
MARKETS.  
THE SHEDS  
13 MARCH  
8AM-2PM**

The bank that invests  
in your journey.  nab

PR:

# SHARING THE JOURNEYS



Crikey & TheDailyAus Youth News

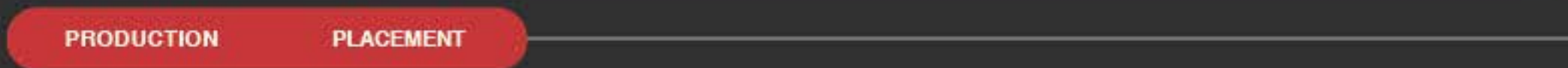


# TIMELINE

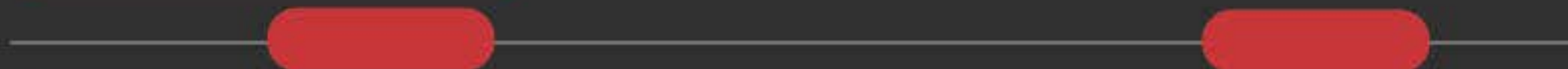
DRINKS + FRIDGES



S&BVOD COMM



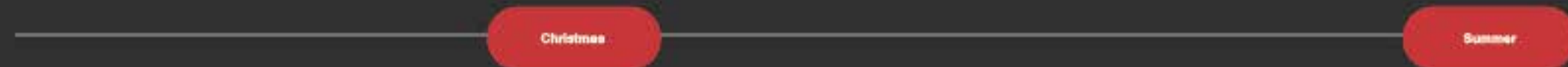
BILLBOARDS



INFLUENCER  
PLACEMENT



MARKETS



PROMOTED  
SOCIAL



SEPT  
2025

OCT  
2025

NOV  
2025

DEC  
2025

JAN  
2026

FEB  
2026

MARCH  
2026

# BUDGET

TVC (Production + Media + contingency): \$90,000

GRIND manufacturing: \$31,250

Fridges: Mini \$16,000, Tall \$9,000

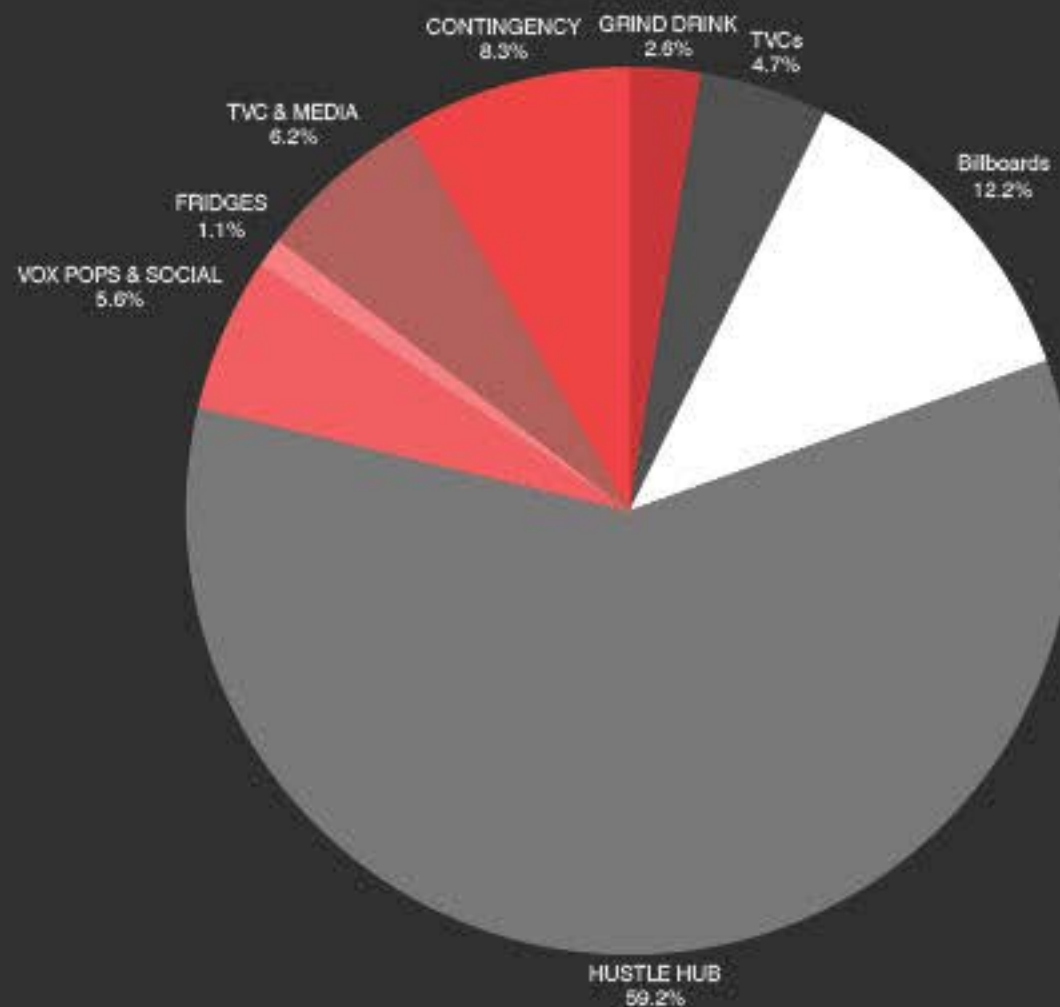
BillBoards & OOH: \$236,065

social content: \$106,679

Hustle hub: \$1,142,000

Overall contingency: \$160,000

[YOU CAN VIEW A FULL BREAKDOWN HERE](#)



# EVALUATION

## PRIMARY OBJECTIVE: AWARENESS

 **43%**  
awareness from  
Gen Z Aussies.

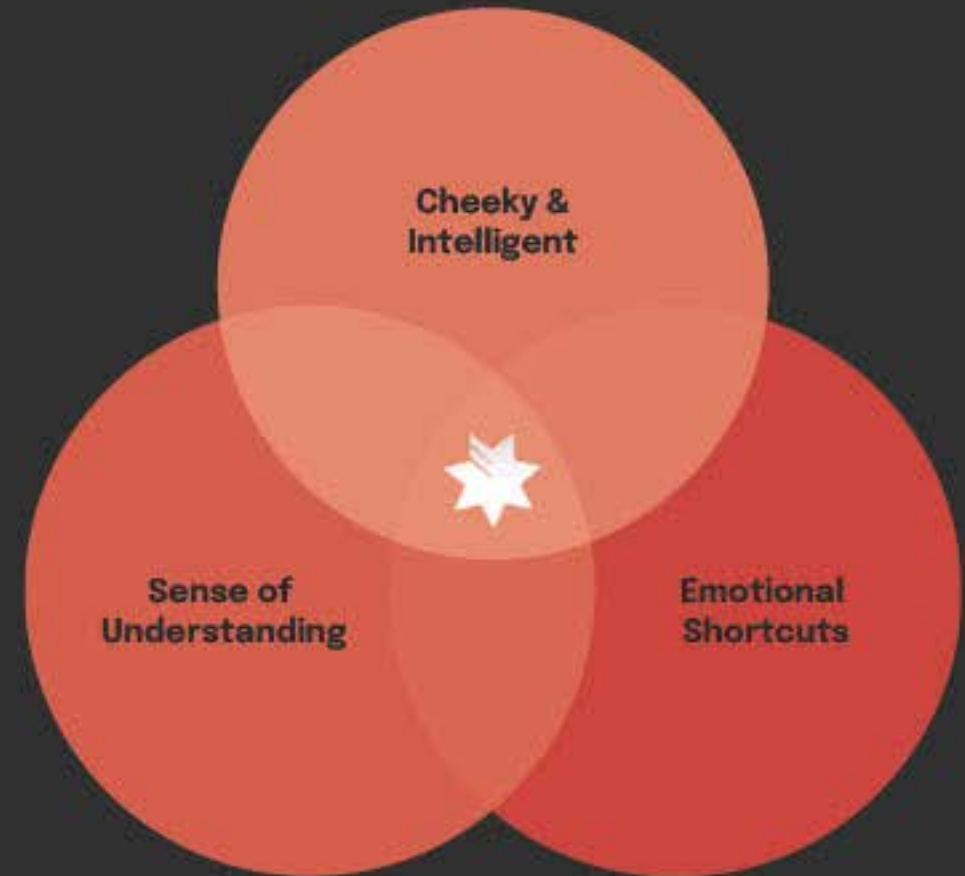
Measurement: Tracksuit Brand Tracking

## SECONDARY OBJECTIVE: PERCEPTION





**NAB GETS ME.  
THEY BACK  
MY JOURNEY.**





**THANK YOU!**  
**ANY QUESTIONS?**