



CHALLENGE:

Westpac users impulse buy without thinking of the everyday consequences

INSIGHT:

People impulsively spend disregarding the consequences.

IDEA:

Turn impulsive spending habits into real life consequences.



\$EE \$PENDING

We know how easy it is to make those big purchases without considering your weekly spending habits, introducing **SEE SPENDING**. **SEE SPENDING** uses AI to filter through your bank statements to figure out where your money is going each week, so you can visualise what you need to cut to afford that big purchase.

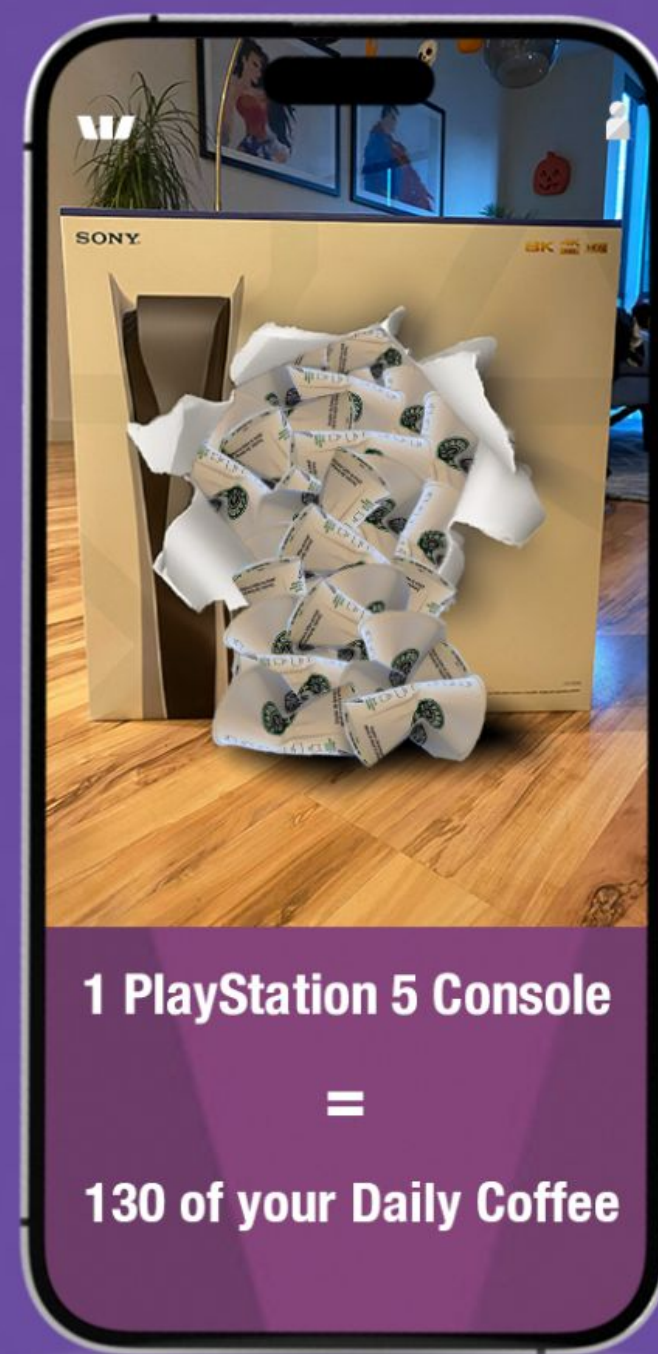


TOGETHER GREATER



PlayStation 5 Console
\$899.000

See Spending



1 PlayStation 5 Console
=
130 of your Daily Coffee

Simply tap on SEE SPENDING in the Westpac App, scan the item you wish to purchase, and using generative AI, it will create an animation that combines that item with one of your top weekly spending habits.