The Cooperative Bank

THE CO-OPERATIVE BANK: TRANSFORMING BANKING FOR BETTER

FEDERATION

Kia Ora!
Thank you.

Familiar faces

Sharon

CEO

Olly

MANAGING PARTNER

Dan

PLANNING DIRECTOR

Tony

CHIEF CREATIVE OFFICER

Tim

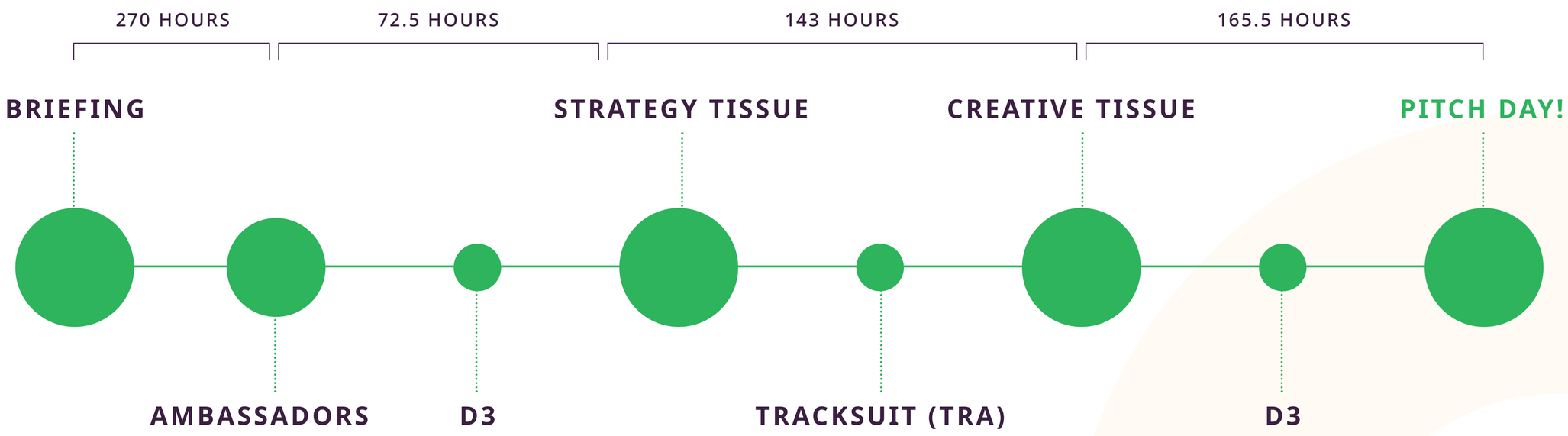
EXECUTIVE CREATIVE DIRECTOR

DEEP CATEGORY EXPERIENCE

93 years

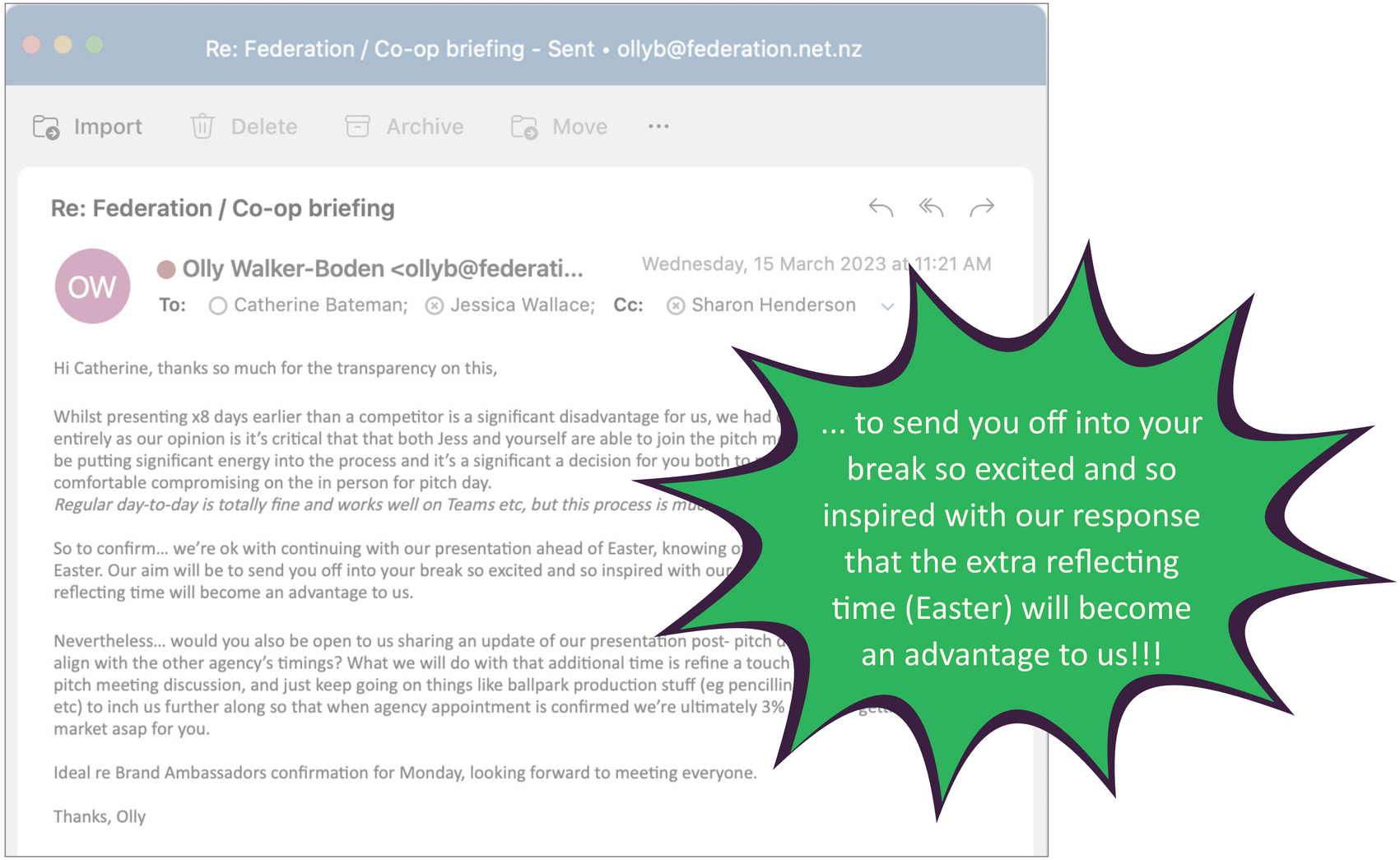
ASB
bnz
ANZ
VISA
Kiwi bank.
Westpac
Commonwealth Bank
AMERICAN EXPRESS
flexigroup
The National Bank
BARCLAYS
17 96 LOMBARD ODIER
LOMBARD ODIER DARIER HENTSCH
NatWest Group
HALIFAX
RBS
LLOYDS BANK
BANK OF SCOTLAND

Collaboration, Collaboration, Collaboration



...+ emails!
...+ calls!
...+ lolly cake!

AIM:


Re: Federation / Co-op briefing - Sent • ollyb@federation.net.nz
Import
Delete
Archive
Move
Re: Federation / Co-op briefing
OW
Olly Walker-Boden <ollyb@federati...
Wednesday, 15 March 2023 at 11:21 AM
To: Catherine Bateman; Jessica Wallace; Cc: Sharon Henderson
Hi Catherine, thanks so much for the transparency on this,
Whilst presenting x8 days earlier than a competitor is a significant disadvantage for us, we had
entirely as our opinion is it's critical that that both Jess and yourself are able to join the pitch m
be putting significant energy into the process and it's a significant a decision for you both to
comfortable compromising on the in person for pitch day.
Regular day-to-day is totally fine and works well on Teams etc, but this process is mu
So to confirm... we're ok with continuing with our presentation ahead of Easter, knowing o
Easter. Our aim will be to send you off into your break so excited and so inspired with our
reflecting time will become an advantage to us.
Nevertheless... would you also be open to us sharing an update of our presentation post- pitch
align with the other agency's timings? What we will do with that additional time is refine a touch
pitch meeting discussion, and just keep going on things like ballpark production stuff (eg pencillin
etc) to inch us further along so that when agency appointment is confirmed we're ultimately 3%
market asap for you.
Ideal re Brand Ambassadors confirmation for Monday, looking forward to meeting everyone.
Thanks, Olly
... to send you off into your break so excited and so inspired with our response that the extra reflecting time (Easter) will become an advantage to us!!!

Today

- Your brief in context ..... SHARON
- Strategic thinking ..... DAN
- Creative territories x2 ..... TONY/TIM
- Strategy (again) ..... DAN
- Rollout plan ..... OLLY
- Closing ..... SHARON
- Reflect together ..... ALL

Recapping the opportunity

Together, transforming the future of your brand into the bank that leads the change.

The Co-operative Bank's opportunity starts with a problem. New Zealanders are disillusioned with the banking category but don't know about you or your point of difference.

Other banks treat customers differently and ship billions offshore, yet The Co-operative Bank consistently ranks at the top for customer satisfaction.

"It's time for someone to take charge and lead the change that the banking industry needs?"

"The bank that's a better way. Motivating all Kiwis to make better financial decisions. The bank you can expect more from."

A 3 year ambition for The Co-operative Bank

1	ANZ
2	ASB
3	Westpac
4	bnz
5	Kiwi bank.
6	TSB
7	The Cooperative Bank
8	sbsbank

FUTURE BANK
RANKINGS FOR
HOME LOANS

A 3 year ambition for The Co-operative Bank

1	ANZ
2	ASB
3	Westpac
4	bnz
5	Kiwi bank. / The Cooperative Bank
6	TSB
7	sbsbank
8	Rabobank

FUTURE BANK
RANKINGS FOR
HOME LOANS

Your objectives

BUSINESS

- **Stay at #1 in customer service and Bank NPS**
- Increase target audience consideration for sustained balance sheet growth of 8% p.a. for 5 years, reaching $4.7b of total assets by 2028
- WIN in home loans, Life Insurance and Kiwisaver
- Deliver innovation as a faster challenger

MARKETING

- Leverage your purpose of “Grow together to share the gains” to accelerate brand consideration and market share
- **Build a brand platform that makes you bank of choice for 1st and 2nd-time home buyers**
- Build a brand that reflects the values of your people and why they choose to work for The Co-operative Bank

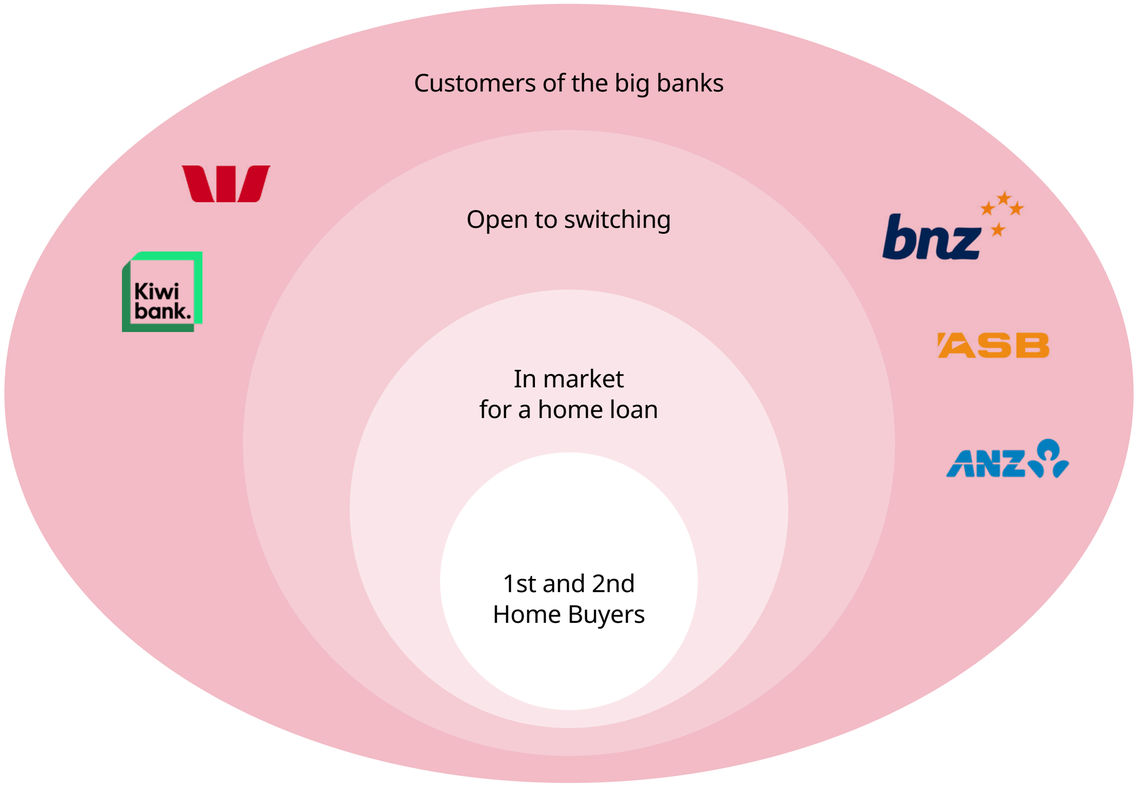
COMMUNICATIONS

- **A flexible, enduring brand platform that brings to life your researched proposition of ‘Let’s fix banking’**
- Downplay ‘playfulness’ while upweighting banking expertise
- A reusable creative platform that can create multiple campaign activities

Our strategy targets customers of ‘the big 5’.

When it comes to getting a home loan, they are not always confident in the process. And when it comes to switching their mortgage to another bank, it needs to feel right – both the bank and the offer need to be good.

To make sure they choose The Co-operative Bank, we need to demonstrate we understand them, their lives and their unique emotional and rational drivers for a better way of banking.



Mortgages are the biggest driver of brand consideration.

While you have low consideration, BNZ and Westpac have a brand consideration issue too.

Your opportunity is now.

BANKS ACTIVELY CONSIDERING (TOTAL MARKET): SEP'22

SMALLER BANKS	Consideration	Conversion to active consideration	Active Consideration
RaboBank	5%	35%	2%
HSBC	3%	22%	1%
Heartland Bank	6%	17%	1%
SBS Bank	5%	16%	1%
The Co-operative Bank	14%	13%	2%
TSB Bank	13%	12%	2%

MAJOR BANKS	Consideration	Conversion to active consideration	Active Consideration
ANZ	47%	26%	12%
ASB	44%	24%	11%
BNZ	28%	21%	6%
Kiwibank	40%	21%	8%
Westpac	29%	16%	5%

The action people are most likely to take when actively considering a bank is visiting their website to find out more, highlighting the importance of the role of our website.

The size of the home lending prize:
Your most vulnerable competitors' loan books total nearly $120,000m, just on their own.

This is an acquisition by envy task, and BNZ and Westpac customers are more likely to be unengaged, and more likely to be envious of Co-operative Bank customers.

NZ$M	ASB	BNZ	WESTPAC	ANZ
Net Interest Income	$1,253M	$1,915M	$2,291M	$3,776M
Net profit after Tax	$614M	$891M	$1,047M	$997M
Housing Loan Book	$83,596M	$54,823M	$63,869M	$103,872M

*Disclosure statements for Retail Banking as at September 2022. Business and Corporate Banking figures excluded.

We also overlayed your business strategy

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Sustained balance sheet growth of 8% p.a. for 5 years, reaching $4.7b of total assets by 2028. With growth in earnings from insurance and protection needs, and other income.

*Disclosure statements for Retail Banking as at September 2022. Business and Corporate Banking figures excluded.

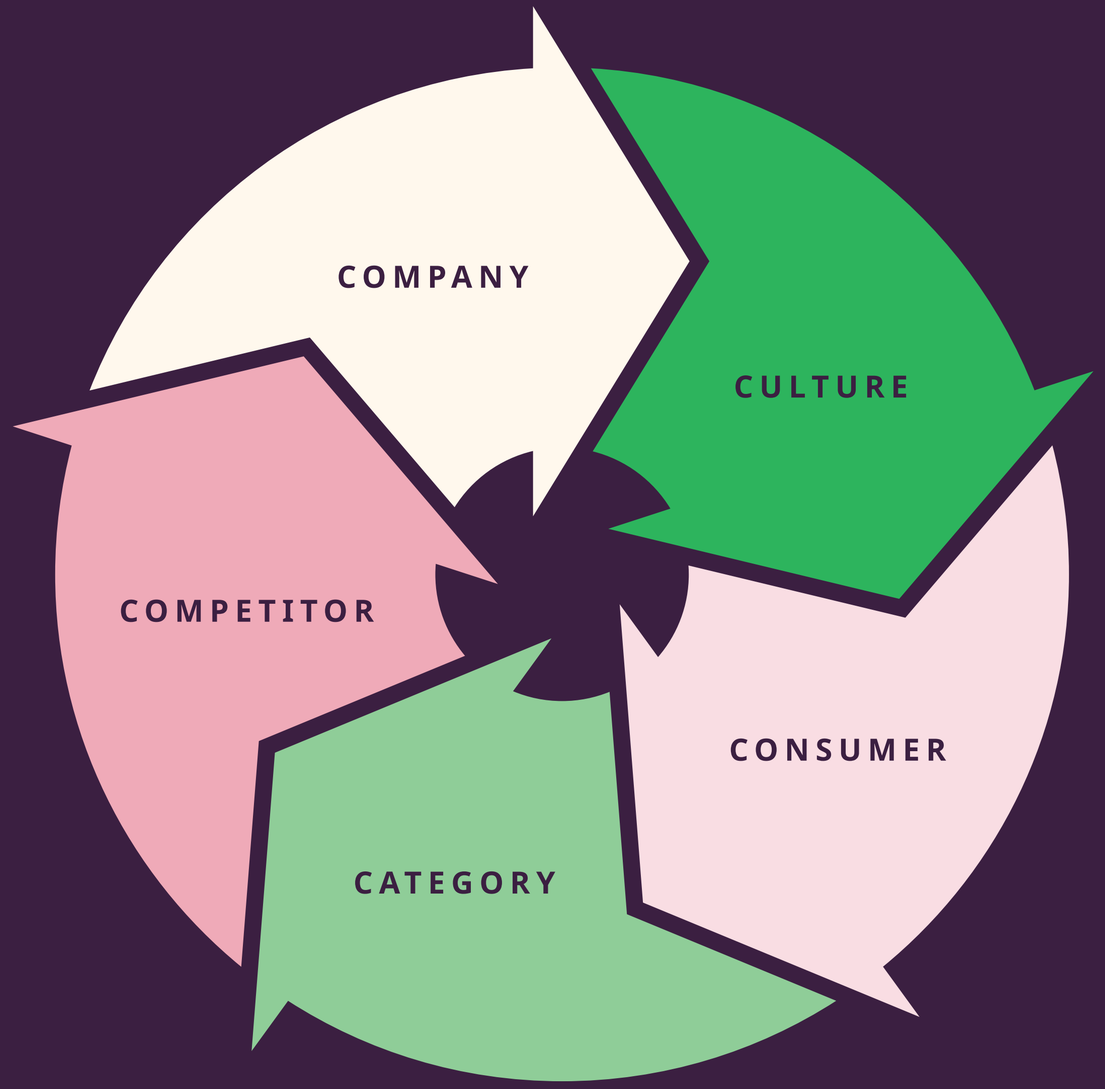
HOW?

Drive a shift in home loan share via a brand platform that targets and localises.

Our Strategic Thinking

Five C’s

THE INSIGHTS



Culture

Evolving face of Kiwi identity

- Multiculturalism
- Cultural codes
- Balancing global influences with local nuances

Economic headwinds

- Threat of recession
- Cost of living crisis
- Inflation
- Housing affordability

How we work & live

- Household make-up
- Employment status
- Population movement

BRUTALLY SIMPLE THOUGHT

As New Zealand evolves, brands that represent New Zealand need to keep pace or risk being seen as less relevant.

Consumer

Balancing Me & We

- Convenience & Ease
- Family & household security
- Social & environmental consciousness

Optimism and realism

- Making active & positive life choices
- Short-termism as a necessary evil
- Head vs. heart

Brand choices represent convenience or values alignment

- Reliance on brands as a utility
- Values alignment trumps brand status
- Open-minded to “better” solutions

BRUTALLY SIMPLE THOUGHT

Community Minded Kiwis are actively balancing decisions around short-term individual needs and longer term personal and societal benefits.

Category

Big is a shorthand for successful

- Correlation not causation
- Stability and Stature
- ‘Bankiness’

Limited perceived differentiation

- Different colours, same offering
- Auto-pilot behaviour
- Make the right noises

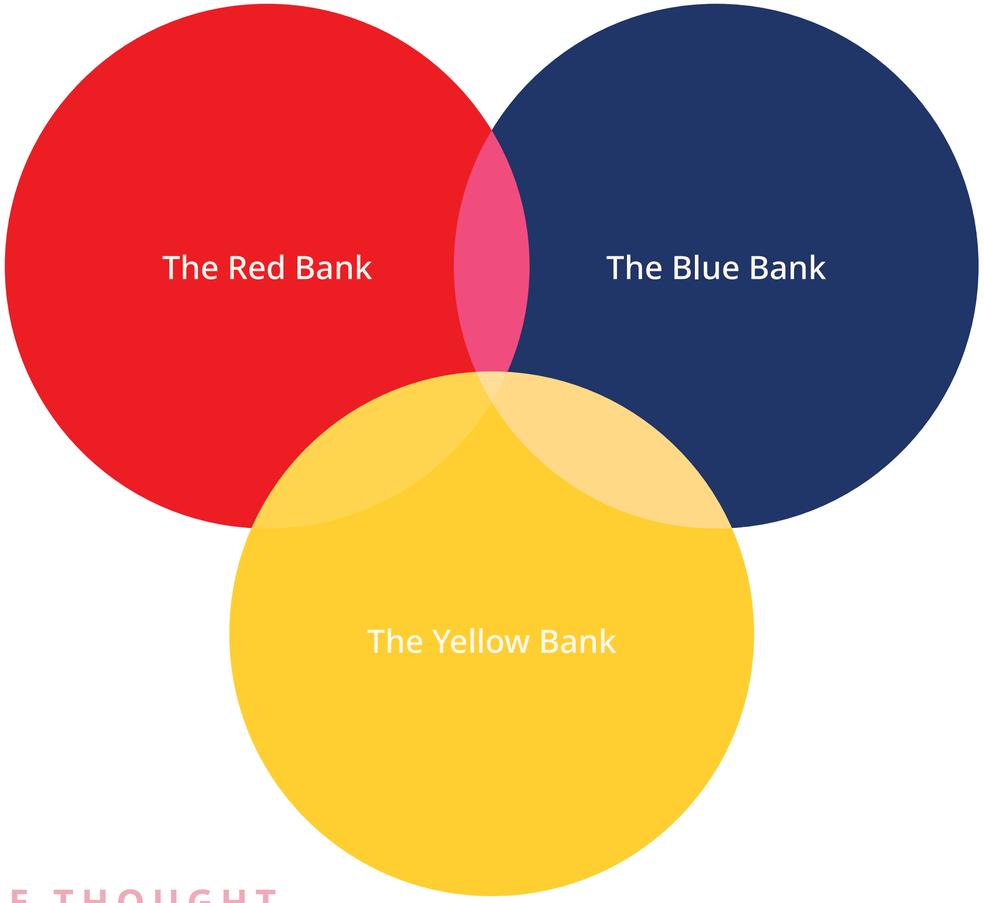
Split priorities

- Social licence to operate
- Diverse customer bases
- Return on capital vs customer centricity

BRUTALLY SIMPLE THOUGHT

People are under the illusion that bigger is better in banking and default to the status quo.

Competitor



Big-5's need to soften their image

- Profits offset by likeable brand personalities

Kiwibank trying to "grow-up"

- Compensating for past perceived short-comings
- Desire to be seen as more corporate
- Very 'business'

Fitting in vs standing out

- Brands rushing towards middle ground
- Market share dictating mental availability

BRUTALLY SIMPLE THOUGHT

Different colours, same stripes.

Company

Awareness is nothing without understanding

- Need to educate about us
- We need to own our differences
- Our name is our biggest asset

Challenging perceptions of what good looks like

- Shift conversation beyond size
- Having a fight, not picking one
- Singleminded audience

Balancing standing out (EQ) and fitting in (IQ)

- Our people (humanity & empathy) are known
- Increase perceived expertise and ‘bankiness’

BRUTALLY SIMPLE THOUGHT

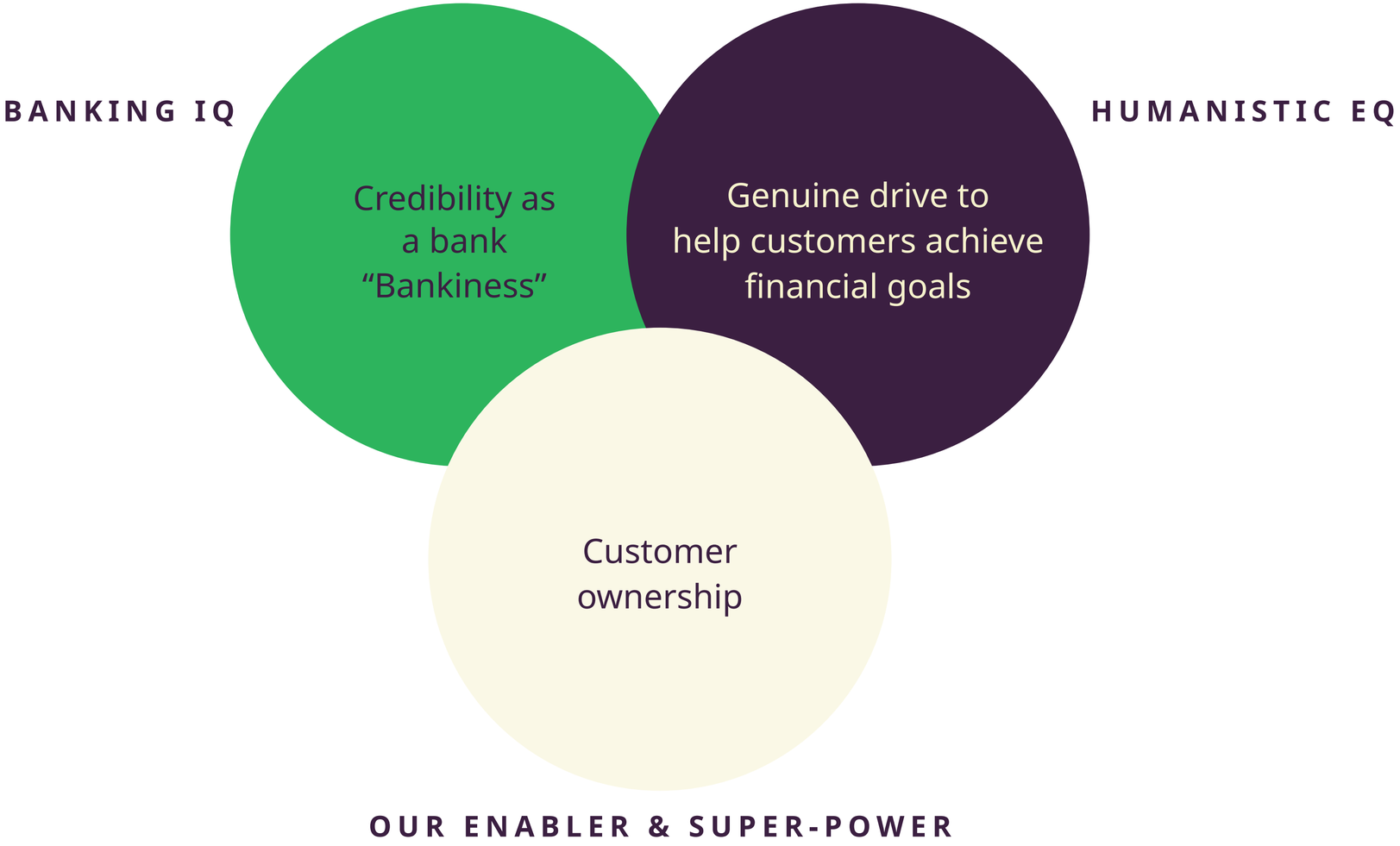
We balance understanding customer motivations (EQ) with the right amount of bankiness (IQ) to help our customers achieve their financial goals.

People’s Champion

The People’s Champion is a brand with a mandate: it is standing up for a group of people short-served or exploited by the establishment for too long. However, this challenger is an agent of change, not just protest. It offers an alternative model for success, often creating ‘people-powered’ solutions with the community’s interests at heart.

CHALLENGER BRAND ARCHETYPE

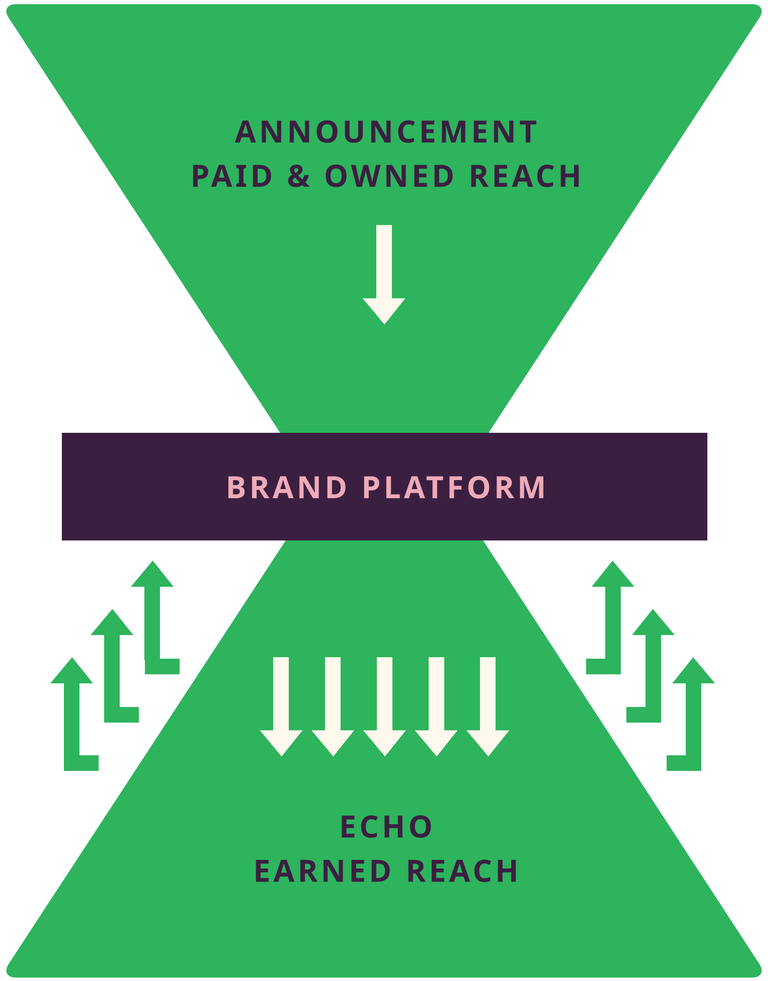
The People’s Champion



Campaign Logic

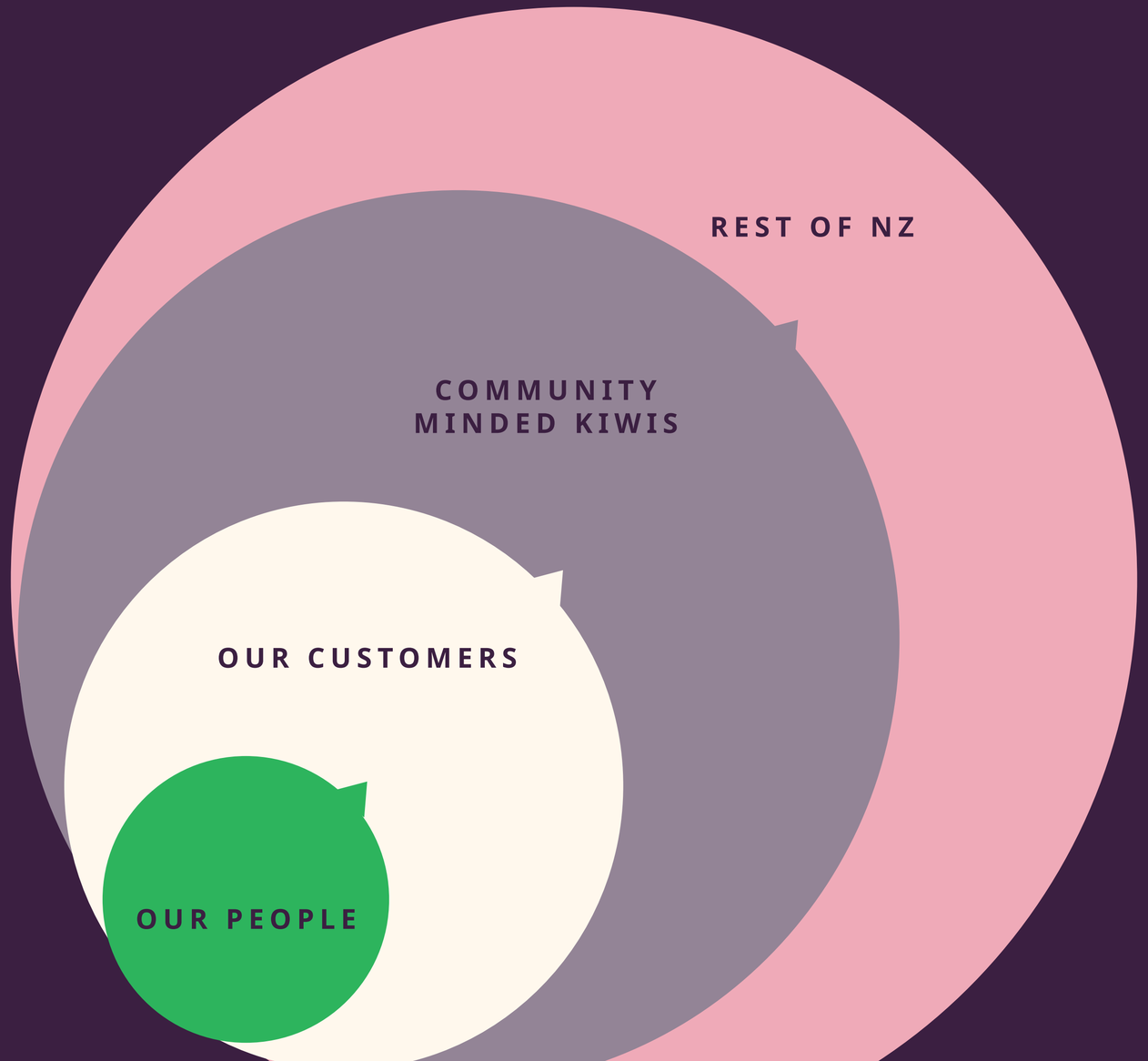
In order to fulfill the desire to **Fix Banking Together** we need a **Brand Platform** that will cut through the clutter and status quo of the category and create change by firmly establishing The Co-operative Bank as a **People's Champion.**

By establishing both **awareness and understanding** of our **IQ & EQ** we can challenge the accepted category conventions, reaffirming pride from our team members and customers and envy from those that have yet to choose us.



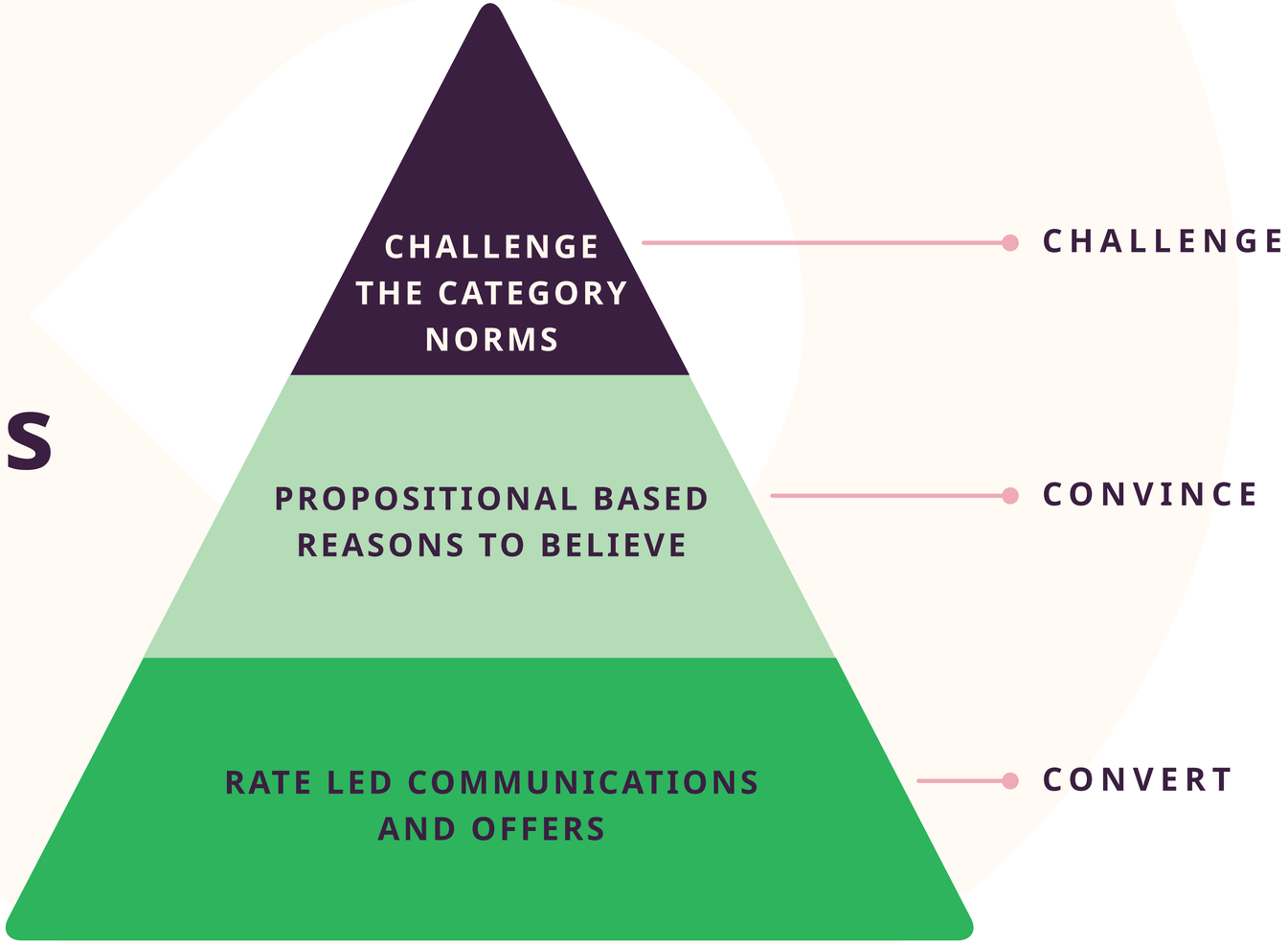
INSIDE OUT

Branding model



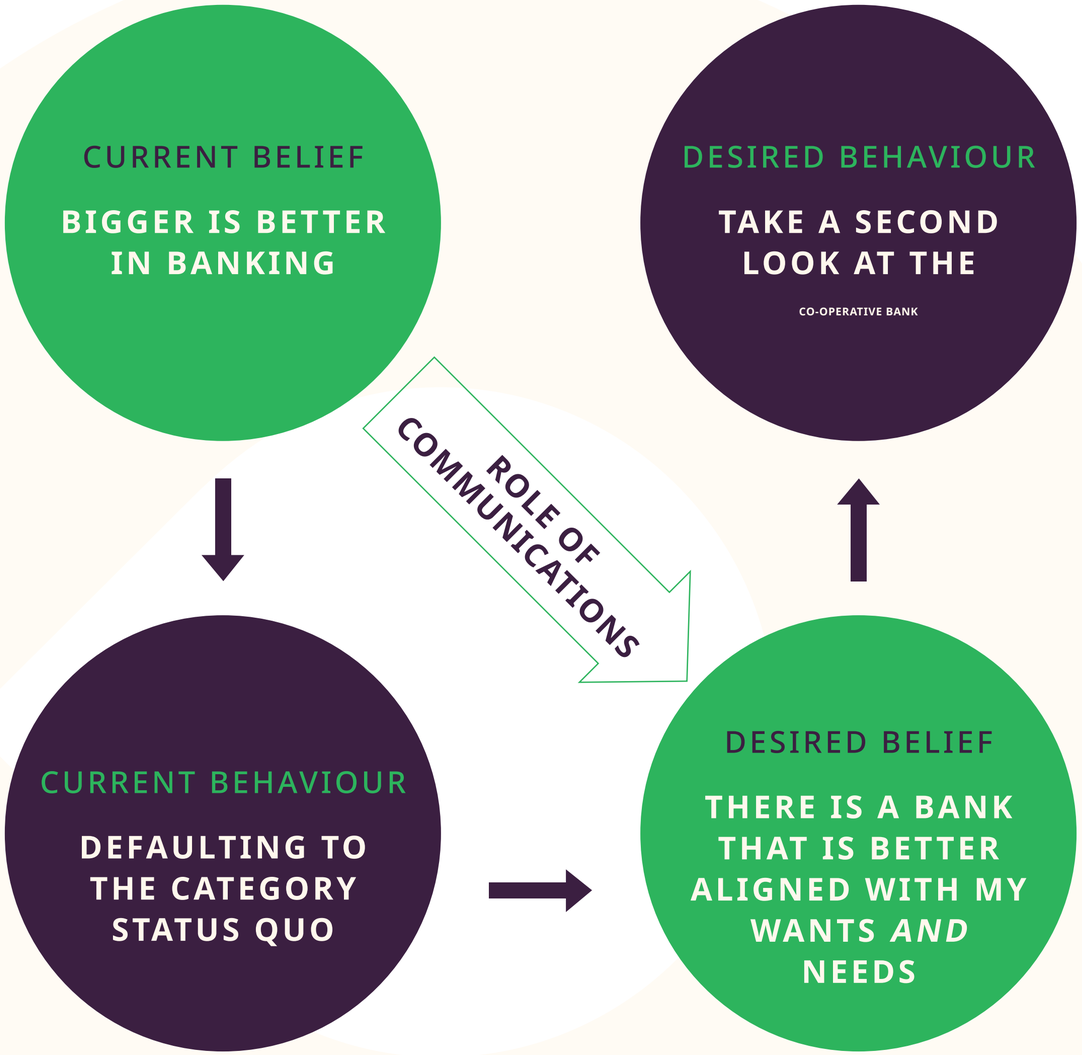
CHALLENGER BRAND ARCHETYPE

Communications Framework



OUR ROLE OF COMMUNICATIONS

Acquisition through Envy



A successful platform is distinctive and enduring

- 5+ years
- For ‘Now’, For ‘Next’, For ‘Future’
- Build equity in Years 1 – 3; Leverage equity Years 3 – 5
- Start by leveraging our EQ as we build our banking credentials (IQ), then amplify through our People’s Champion status

‘Cooperation creates better’ **VS.** ~~Uncooperative~~

‘Shared Success’ **VS.** ~~Self-serving~~

Brand Identity

"WE'RE HAPPY WITH 80%..."

TYPOGRAPHY

New Order

Sofia Pro

COLOUR

Co-op Green

Cream

Aubergine

Blush Pink

IMAGERY *(THE COOP WASH)*

GRAPHIC ELEMENT

Identity template WIP

Ownable assets in our arsenal

PROSPERITY LOOP

+

BRAND IDENTITY

+

CREATIVE PLATFORM

+

AUDIO STING

Creative Territories

PLATFORM #1

Shared Success

If true success is shared success, let’s lean into the fact that it is part of our DNA.

THE CORE OUTTAKE

The bank that believes success is best shared

“Success is best when it’s shared.”

Howard Schultz

CREATIVE MANIFESTO

Shared Success

Yes, success is wonderful. But not nearly as wonderful as shared success.

We'd even go as far as to say that if success isn't shared, did it actually happen? Think of a baby's first steps. (If the parents weren't there to experience them, were they as clumsily, gloriously delightful?)

Success when it's shared helps you prosper, but it also helps others prosper too.

We believe so much in this philosophy, we built a bank on it. Even our logo embraces it - the prosperity loop which brings success, health and happiness together. It's also why our customers are co-owners and why we share our profits with them.

So yes, success when it's shared is true success.

That's why you'll see these two words proudly living beside our logo: Success Shared.

The Cooperative Bank

Success Shared

Bringing ‘Success Shared’ to life

Brand Layer

‘CHALLENGE’

BRAND TVC/VOD - 30”

“Success is sweeter shared”

In this thoughtfully observed spot, we see Kiwis experiencing every day success leading to the rush of shared success - the best kind.

We open on a young teenage guitarist (13 yrs) going full Van Halen. For the first time, she nails the heptatonic 7 in C-minor. As she finishes, we pull out to reveal she is playing solo in her garage...no audience, no groupies, nothing. She gazes blankly into the unappreciative silence.

VO: If no one hears you nail the solo, did it really happen?

From the hallway, we see her dad poke his head around the door: **Nailed it, Rickie.**

Rickie’s expression says it all. It may just be her dad but it still gives her the sweet grin of success.

CUT TO: We see a portly bloke (mid-50s) in sweaty running gear staggering up his driveway. He’s just finished his first non-stop run round the block. He looks around. Surely, this deserves a fanfare - at least a tickertape? But no.

VO: A big day for pounding the pavements.

All of a sudden, his dog bounds up and excitedly licks his face. Smiles, sweat and slobber all round.

VO: Aww, and you got to share it too.
CUT TO: A living room where a man (late 20s) is assembling a flat pack. Instructions, bubble wrap and drill bits are everywhere. He steps back to observe his creation - a bookshelf that can actually stand upright. Miracles do happen. Or did it, if no one was watching?

VO: Wait, whaaaaat! That even looks like the picture. Go you!

Suddenly, the lights flick on and off repeatedly. From the far corner of the lounge, his partner shows her appreciation. The newly crowned DIY King takes a bow.

CUT TO: A couple in The Co-operative Bank (30s). They’re anxiously fretting as they wait for news about their home loan approval. Their mortgage manager addresses camera and we realise he has been narrating the spot.

MORTGAGE MANAGER: At The Co-operative Bank, we grow together and share the gains...
(To the customers) Oh, congratulations, by the way.
(Back to camera) ..because shared success is true success.

In the background, we see the proud new home loan owners - the woman grabs her partner in an overly-enthusiastic bear hug. Knocking him off his chair, they both topple to the floor, arms and limbs flying. The mortgage manager grins. Happens every day.

VO / GRAPHIC:
The Co-operative Bank
Success shared

Nothing tastes sweeter than shared success.
The Cooperative Bank
SUCCESS SHARED

Success is best served shared.
The Cooperative Bank
SUCCESS SHARED
Wild at Heart

Shared success is true success.

The Cooperative Bank

SUCCESS SHARED

SHARED SUCCESS

Internal Launch.

Mark hosts *'Stories of Success'* panel roadshow

- Launch platform
- Create pride and staff engagement through conversation

SHARED SUCCESS

Internal Launch.

The Success Network

Let’s celebrate our staff members and help them share their success.

Fluent in Te Reo? Come and teach your co-workers with our success network.

A Masterchef, incredible illustrator or a world champ hula hooper? Share your talents.

SHARED SUCCESS

Customer Successes Of The Month

We'll hero customers who have achieved their goals (owned channels).

Successes might include running their first 10km, passing a driving test or learning to scuba dive.

Real human stories prove that we take the time to understand our customers.

SHARED SUCCESS

An inspiration & entertainment platform

Sharing success, showing success, talking about success is a powerful platform to own. We can create anything from content, to partnerships to sponsorships to even our own podcast series. Covering everything from homes, property, inspiring Kiwis, through to music. Success was meant to be shared, so we will.

Product Layer

‘CONVINCE’ & ‘CONVERT’

HomeOwn™

The home loan that pays off faster.

The Cooperative Bank

SUCCESS SHARED

HOME LOAN TVC/VOD - 15”

“Sweet success is a double garage”

We open on Rickie, our 13 year old rock goddess.
Again, she’s giving it all on the guitar but this time her dad is supporting her on the drums.
As they finish playing, they grin stupidly at each other.
We see now that they’re in a bigger, much fancier garage.

VO: Great accoustics. Far too fancy for cars.

With our HomeOwn Loan, we’ll help you move into a bigger home slash gig space...
and pay it off faster.

Endframe:
HomeOwn™ Loan
6.25% per annum

VO / GRAPHIC:
The Co-operative Bank
Success shared

Act like you own the place. Because you do.

HomeOwn™ - The home loan that pays off faster.

The Cooperative Bank

SUCCESS SHARED

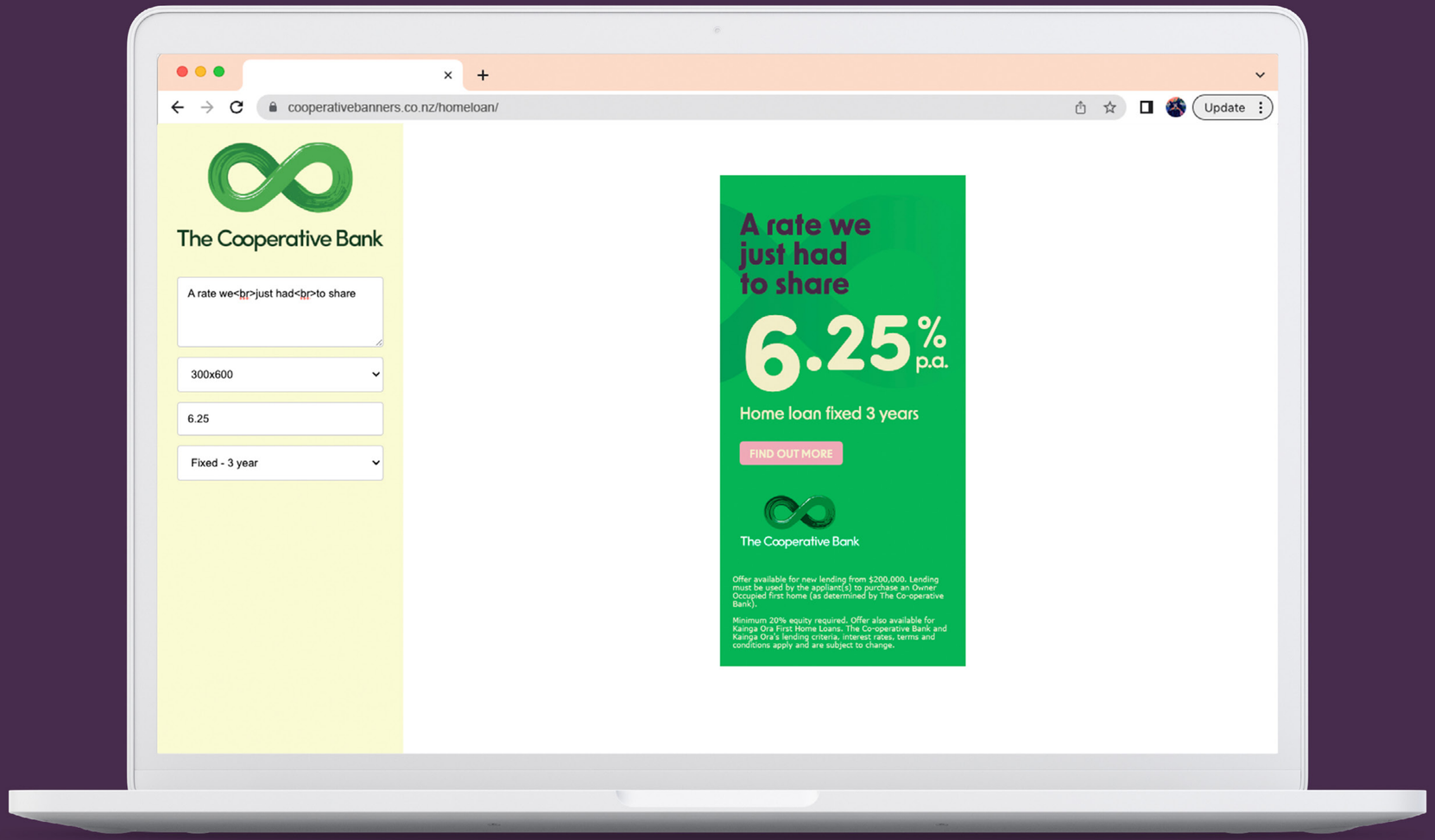
The Cooperative Bank
Change banking for good

6.25% p.a.
First Home Buyer 1 Year Fixed

So good we just had to share.

The Cooperative Bank
SUCCESS SHARED

CREATIVE CHANGEOUTS IN REALTIME - SEE LINK



IBLE
DS

itically acclaimed New Zealand
bably never heard of him.

NTS TODD EYRE

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" With *Tickled*, "it was about helping enlarge the
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e them see it in a bigger way."
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petition at the Documentary Edge Festival in 2015.
NZ Film Commission saw the proposal and wanted
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pe" but his films are receiving plenty of it.

Gong,
Gong,
Gong,
Gong,
Gong.

Our KiwiSaver has been awarded
Super Ratings Platinum, 4 years in a row.
Now that's success we're happy to share.

SUPERRATINGS
PLATINUM
2022

The Cooperative Bank
SUCCESS SHARED

Gong, Gong, Gong, Gong.

Our KiwiSaver has won Platinum* four times.
Now that's success we'd love to share.

Learn more

*Super Ratings Platinum winner 4 years in a row

The Cooperative Bank

SUCCESS SHARED

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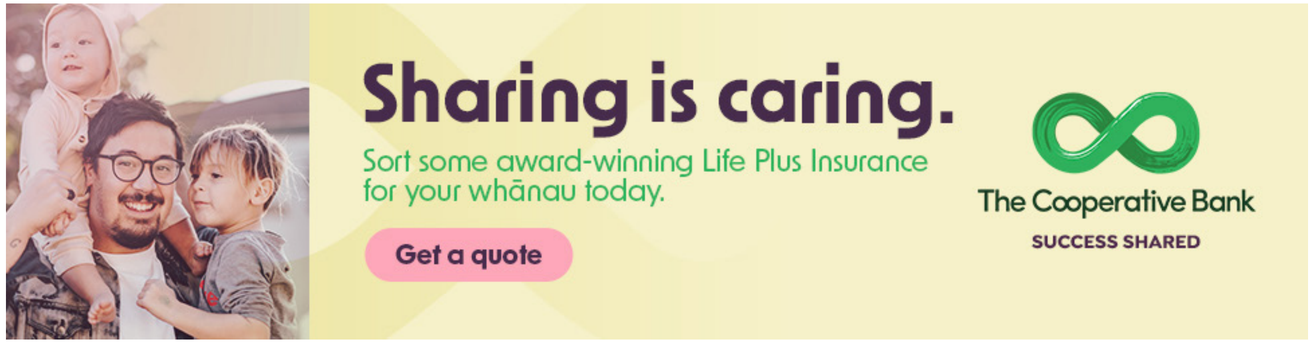
Sharing is caring.
Let's sort some Life Plus Insurance for you and your whānau.
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
The Cooperative Bank
SUCCESS SHARED


Sharing is caring.
Sort some award-winning Life Plus Insurance for your whānau today.
Get a quote
The Cooperative Bank
SUCCESS SHARED

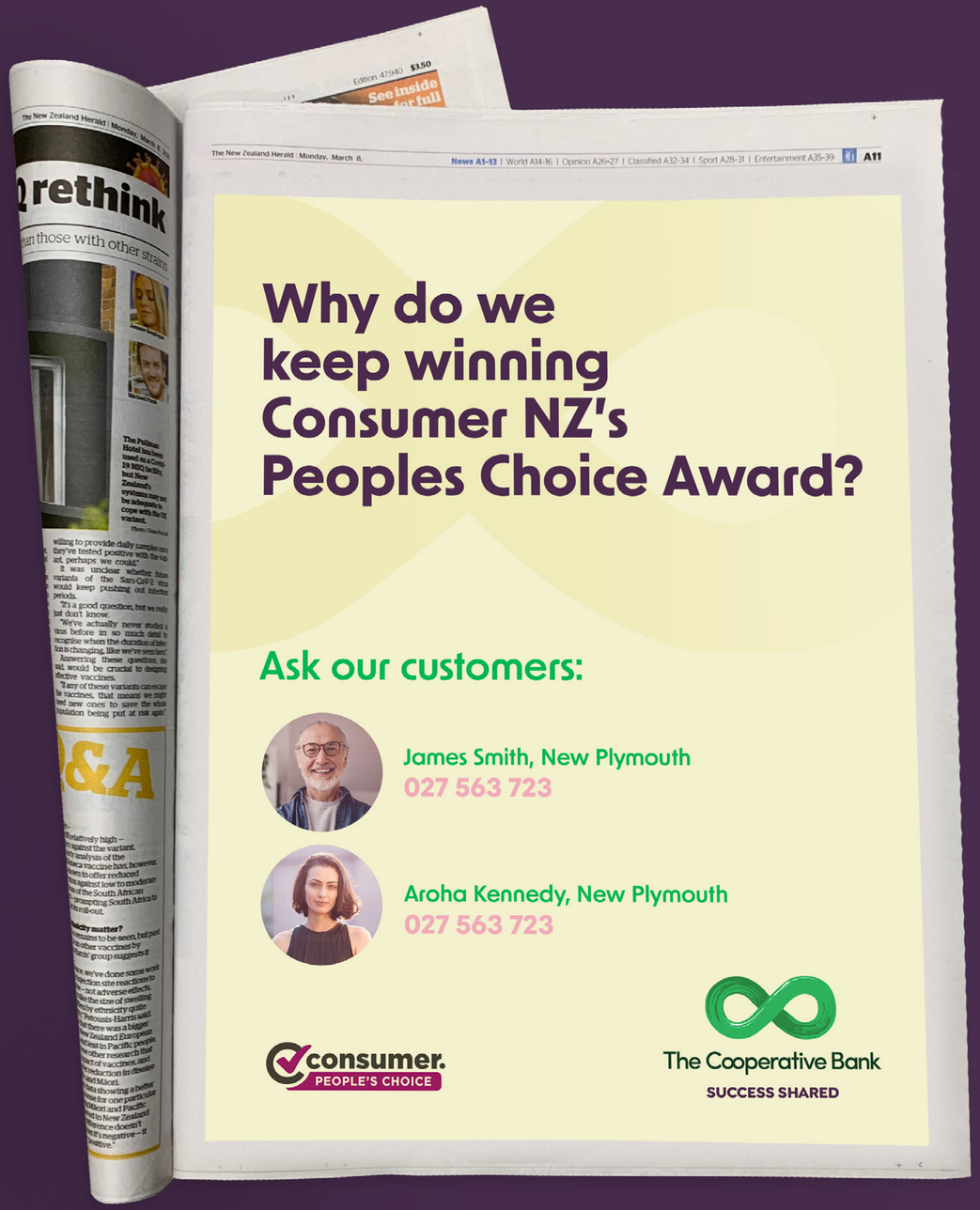
Stretch

A PLATFORM FOR ‘NOW’, FOR ‘NEXT’, FOR ‘FUTURE’

Share our wall

We know our customers pretty well, and we know some of them run amazing businesses. So, let's hero the customer (and their business) in branch.

A great way to share their success with the rest of our customers and staff.


The New Zealand Herald | Monday, March 8,
News A1-13 | World A14-16 | Opinion A26-27 | Classified A32-34 | Sport A28-31 | Entertainment A35-39
A11
Why do we keep winning Consumer NZ's Peoples Choice Award?
Ask our customers:
James Smith, New Plymouth
027 563 723
Aroha Kennedy, New Plymouth
027 563 723
consumer.
PEOPLE'S CHOICE
The Cooperative Bank
SUCCESS SHARED

Prosperity Corner

The Co-operative Bank + Partners

A place to share success. The Prosperity Loop becomes a purpose-built OOH 'shared success' delivery mechanism.

Like-minded brands join us for epic shares.

'Back to school' – **The Warehouse Stationery** give away free pencil cases.

Easter – **Tomboy Bakery** give away fresh hot cross buns.

“The only true and sustainable prosperity is shared prosperity.”

Joseph E. Stiglitz

Prosperity
Wealth
VS
The Cooperative Bank
Are they the same?
Join the conversation at
co-operativebank.co.nz
SWANSON ST
115
BURGER KING
THE WHOPPER
100% PURE BEEF
FRESHLY
FLAME-GRILLED
FOR YOU
SINCE 1957
METRO
Supermarket
QBE

Wealth, health or happiness?

Pick three.

The Cooperative Bank

SUCCESS SHARED

100

100 years of mutual back scratching.

The Cooperative Bank

SUCCESS SHARED

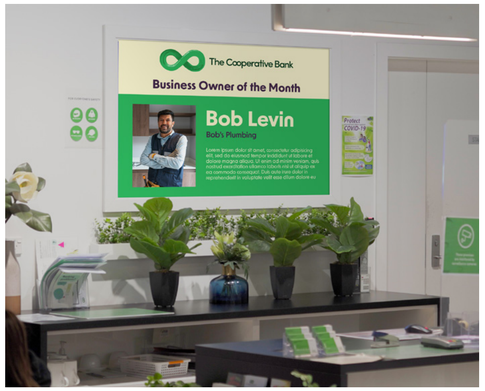
Platform #1 overview

CHALLENGE

CONVERT

CONVINCE

STRETCH



It is born directly out of our DNA and purpose.

It's a fundamental human truth – if our successes aren't shared, they aren't as motivating to us.

Demonstrates both our EQ & IQ.

Gives us a platform to fix the imbalances within the banking category.

PLATFORM #2

Cooperation creates better

An uncooperative bank doesn’t sound very appealing, does it?
So, let’s demonstrate how our cooperative DNA is a force for good.

THE CORE OUTTAKE

A bank that believes true cooperation betters all

CREATIVE MANIFESTO

Cooperation creates better

Sure, Freddie Mercury's a legend.

But it's not until you add Roger Taylor on the drums and Brian May's guitar genius that Queen really starts to rock.

Some of our competitors talk a big game about togetherness, but let's be honest, it's nothing but lip service. Not us. The Co-operative Bank has cooperation built into its DNA. Yes, it actually is our middle name. Cooperation gets stuff done.

It's smarter so it finds solutions. It removes barriers and helps our customers get ahead. Cooperation truly does create better outcomes for all.

So let's get cooperating and create something 'better'. Ready?

The Cooperative Bank

Creating Better

Bringing ‘Creating Better’ to life

Brand Layer

‘CHALLENGE’

BRAND TVC/VOD - 30”

“Cooperative really is our middle name.”

In this energetic spot, we follow Lucy, a confident woman (30s) on a mission. She strides through suburban streets talking to camera and her neighbours, until she reaches her destination - The Co-operative Bank.

We open on Lucy. She’s walking at pace before glancing at a passing street sign. It reads, Mary-Jane Smiley St.

“Aren’t names a funny thing?
They help set us apart, and make us...well, us.
‘Especially those ‘secret’ middle ones.

“Isn’t that right, Stan Geronimo Hutchison?
A bloke mowing the lawns grins in acknowledgment.

“Jeremy here has four middle names - indecisive parents.”
Jeremy’s on the trampoline with his kids. He rolls his eyes in confirmation.

“Anika’s means free spirit.”
Lucy overtakes Anika, who is the one that’s meant to be power walking.
Anika looks exactly as her name suggests - yoga pants and tie dye.

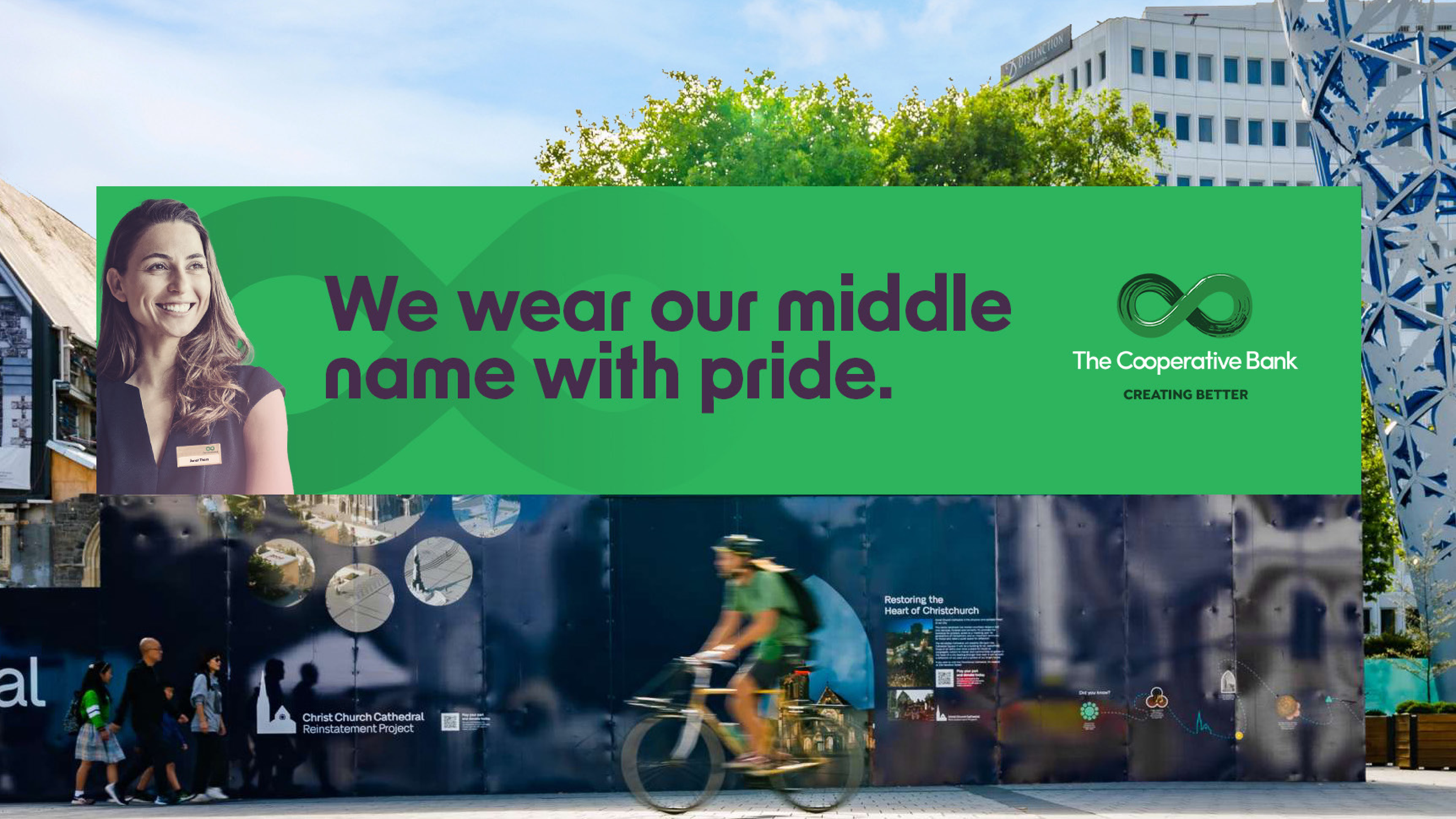
“And Zoe’s is...”
A woman washing her car shakes her head and hisses ‘Sssssh!’
She ain’t sharing that skeleton.

Our determined hero arrives at her destination - a Cooperative Bank.
“And of course, there’s me...

She pulls on her jacket and clips on her name badge - We see it reads Lucy ‘Cooperative’ Stevens.
“Because cooperative is our middle name.
The better we know our customers, the more we can work together to make better happen.
Now that’s a mission worth picking up the pace for.

Another staff member also arrives.
“After you, Derek ‘Cooperative’ Rogers.

Graphic/VO: The Co-operative Bank
Creating Better


We wear our middle name with pride.
The Cooperative Bank
CREATING BETTER
Christ Church Cathedral
Reinstatement Project
Restoring the
Heart of Christchurch

We live and breathe our middle name.
The Cooperative Bank
CREATING BETTER

Cooperative is our
middle name. See.
The Cooperative Bank
CREATING BETTER

COOPERATION CREATES BETTER

Internal Launch.

Mark *'Ask Me Anything'* Wilkshire Roadshows

- Launch platform
- Create pride and staff engagement through conversation

COOPERATION CREATES BETTER

Internal Launch

Let’s bring our staff along on the journey, first.

‘Guess Management’s Middle Name Game’
Everyone knows management’s first and last name. But their middle? Get it right, have a smile, and win bragging rights.

A fun game that can also open the door for staff to share conversations about their own middle names and the stories behind them, and get to know each other even better.

COOPERATION CREATES BETTER

Customer Launch ‘Co-Op heroes’

We ask our customers to nominate a staff member (or whole team) from The Co-operative Bank who have gone the extra mile to help achieve their goals.

Both nominator and nominees are rewarded for their role in coming together to create better.

COOPERATION CREATES BETTER

TVNZ sponsorship content partnership

Identify community spaces or places of local importance that are in a state of disrepair.

By tapping into the power of the local community, we can revitalize the spaces for the local community.

(Could be made in conjunction with local Placemakers / ITM.)

A brilliant demonstration of how ‘cooperation creates better’.

tvnz × KICKSTARTER × GRAND DESIGNS NEW ZEALAND × DIY SOS the big build

The Cooperative Bank
Carol 'Cooperative' Tipene

The Cooperative Bank
David 'Cooperative' Chan

Product Layer

‘CONVINCE’ & ‘CONVERT’

HomeBetter™

The loan that gets you home sooner.

The Cooperative Bank

CREATING BETTER

HOME LOAN TVC/VOD - 15”

“Yeah nah, yeah!”

An entertaining spot featuring a Kiwi couple (early 30s) on the hunt for a house. We see them in a cul-de-sac gazing contemplatively at the houses for sale.

They spot the first one but it leaves them cold.
Couple: (in unison) “Yeah, nah”.
The next house doesn’t take their fancy either.
“Yeah, nah”.
Just then, they see the one.
“Yeah...YEAH!”

We cut to the couple at a Co-operative Bank branch meeting with
Lucy ‘Cooperative’ Stevens.
She’s excited about the house of their dreams too and says: **“Oh yeah!”**
She rubber stamps their home loan and the couple look chuffed.

VO: With our HomeBetter Loan, we’ll work with you to get more ‘yeahs’, and make it all yours, faster.

Endframe:
HomeBetter™ Loan
6.25% per annum

VO / GRAPHIC:
The Co-operative Bank
Creating Better

Less yeah, nah. More yeah.

Our HomeBetter™ Loan gets you home sooner.

The Cooperative Bank

CREATING BETTER

The Cooperative Bank
Change banking for good

6.35% p.a.

Fixed 1 Year Home Loan

We compete on rate.

And slay it on service.

The Cooperative Bank
CREATING BETTER

IBLE
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AITS TODD EYRE

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th Taika, he's really experienced, and it was about
g on a journey with him," Neal explains. "Being there
n he wasn't able to and giving him space – protecting
"With *Tickled*, "it was about helping enlarge the
n. They had an amazing idea, and were passionate
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NZ Film Commission saw the proposal and wanted
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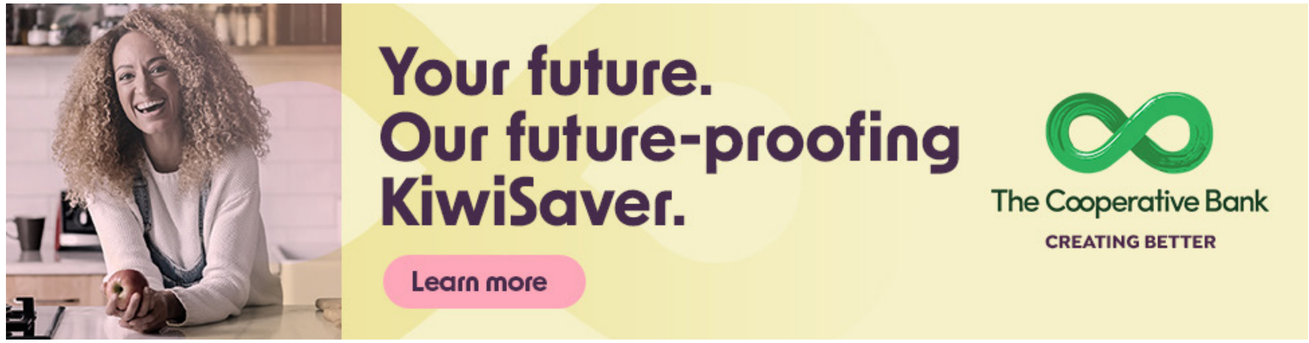
pe" but his films are receiving plenty of it.

Your future.
Our future-proofing
KiwiSaver.

When you combine your future plans with our future-proofing KiwiSaver, great things can happen.

The Cooperative Bank
CREATING BETTER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First name. Middle name. Last name. Nickname?

The better we know you, the more we can personalise insurance that fits around your life. Chat today about our award-winning cover.

consumer. PEOPLE'S CHOICE

The Cooperative Bank
CREATING BETTER

First name? Nickname?

Choose an award-winning Life Insurance
from the people who know you better.

Get a quote

The Cooperative Bank

CREATING BETTER

Stretch

A PLATFORM FOR ‘NOW’, FOR ‘NEXT’, FOR ‘FUTURE’

Happy Coopaversary!

Banks are very nice to customers when they’re wooing them. But less once they’ve joined.

Not us. We value our people more than anything and want to celebrate our partnership with them through anniversaries.

For a 1-year anniversary, customers with home loans get a week’s mortgage back.
5-years - 2-week’s mortgage back.
10? A whole month’s mortgage is gifted back.

Happy Coopaversary!

Cooperative Collabs

Cooperation is at the heart of our bank. So let's partner with other brands to make things better for our customers.

Think Uber, My Food Bag, Snap Fitness, Spark, Mercury....

The Cooperative Bank

+

Uber

MY FOOD BAG

snap FITNESS·24-7

Spark nz

Mercury

Anything we could do better?

mark.ceo.wilkshire@cooperativebank.co.nz

The Cooperative Bank

CREATING BETTER

Hey Glenfield, here's
Rikki 'No-problem' Johnstone's number.

021 123 456

The Cooperative Bank
CREATING BETTER

Rikki Johnstone
Glenfield branch manager

The Cooperative Bank
Hamish 'Tiny-homes-or-castles' Hill

The Cooperative Bank
Amy 'Rate Slayer' O'Reiley

Glenfield
Say hi to Clive 'Mortgage Maestro' Beatty.
Clive Beatty.
Our Branch Mortgage Specialist.
The Cooperative Bank
CREATING BETTER

'NEAR'
HELLO!
Glenfield

100

We've been cooperative for 100 years. Things are coming together nicely.

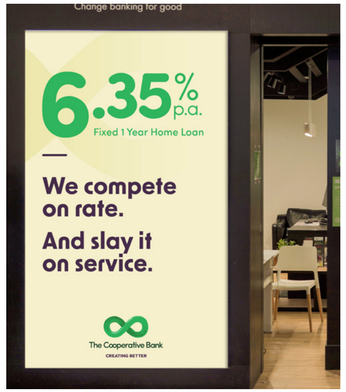
The Cooperative Bank

CREATING BETTER

Platform #2 overview

CHALLENGE

CONVERT



CONVINCE

STRETCH

It is born out of our brand DNA and beliefs.

Based on a truth that when we cooperate and collaborate then great things are more likely to happen.

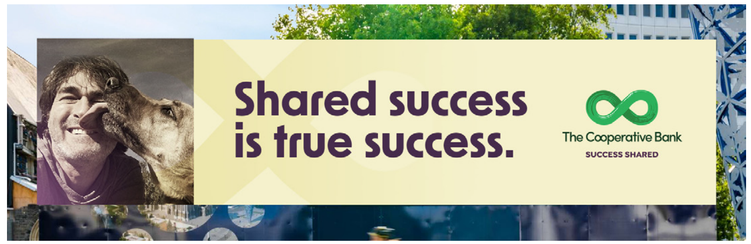
Provides a platform to talk to both EQ & IQ.

Talks to the mission we are on to Fix Banking.

Creative Platforms in Summary

SHARED SUCCESS

BRAND

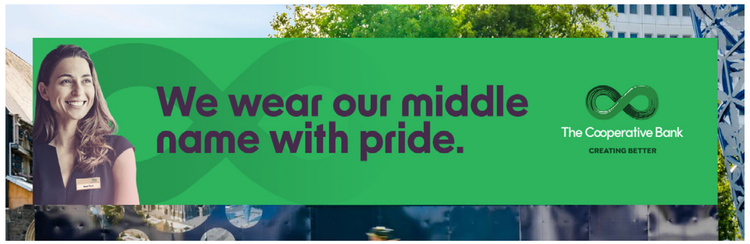


PRODUCT

STRETCH

COOPERATION CREATES BETTER

BRAND



PRODUCT

STRETCH

Rollout

Account Management/Team Structure

Federation's model is one of the right inputs at the right time, by the right people.
Olly Walker-Boden leads the overall day-to-day business and account service team at Federation for The Co-operative Bank. Olly works closely with Dan Bye to ensure strategic alignment across brand and day-to-day deliverables. The Co-operative Bank and Olly are also be supported by ace account team Liz Adams, Ollie Crawford, Mikade Barns Graham and Damian O'Sullivan, pending final scope of work across brand, retail, digital and design deliverables.

Olly
MANAGING PARTNER

Liz
GROUP BUSINESS DIRECTOR

Ollie
SENIOR ACCOUNT DIRECTOR

Mikade
SENIOR ACCOUNT MANAGER

Damian
PROJECT DIRECTOR

Strategy and Business Planning Team

Federation's model is one of the right inputs at the right time, by the right people.
Dan Bye leads planning at Federation and will lead brand and communications strategy for The Co-operative Bank. Molly Snowden is a specialist digital and social planner reporting to Dan Bye. Sharon Henderson's input overviews your business strategy and our performance as your agency.

Sharon
CEO
BUSINESS STRATEGY

Dan
HEAD OF PLANNING
BRAND AND COMMUNICATIONS

Molly
STRATEGY PLANNER
DIGITAL AND SOCIAL

Creative Development Team

Federation's model is one of the right inputs at the right time, by the right people.
Tony Clewett leads the overall brand platform development for The Co-operative Bank, while Tim Huse leads its application to day-to-day deliverables. This ensures both the capability and capacity needed to achieve critical milestones for the launch of your new platform. One or both may be present at most brand platform development meetings with yourselves, Olly and Dan. They are ably supported by other seasoned creative professionals including writers Bobbie McKay and Gal Stern, while our design lead Opeta Elika will lead the final design of your updated campaign platform, with Tony and Tim's input.

Tony
CHIEF CREATIVE OFFICER

Tim
EXECUTIVE CREATIVE DIRECTOR

Bobbie
CREATIVE GROUP HEAD

Gal
SENIOR WRITER

Opeta
DESIGN LEAD

Digital and Studio Production Team

Federation's model is one of the right inputs at the right time, by the right people.
Jeremy Clark will lead the set up of all digital communication requirements for The Co-operative Bank. While you will meet Jeremy less frequently, he will always be working on your business in one way or another and leads our in-house digital creative team who deliver all digital media assets. Miranda Kennedy is our day-to-day lead for the timely and accurate delivery of all your campaign and media assets.

Jeremy

DIGITAL SERVICES LEAD

Miranda

STUDIO SERVICES LEAD

Topline plan

Q1
(APR – JUN)

MEDIA BOOKED – HOME LOANS

INTERNAL / CUSTOMER LAUNCH

People’s Champion

Our staff feel ownership and pride

Rearticulate ~~Let’s Fix Banking Together~~

Q2
(JUL - SEP)

MEDIA TBC – INC. BRAND

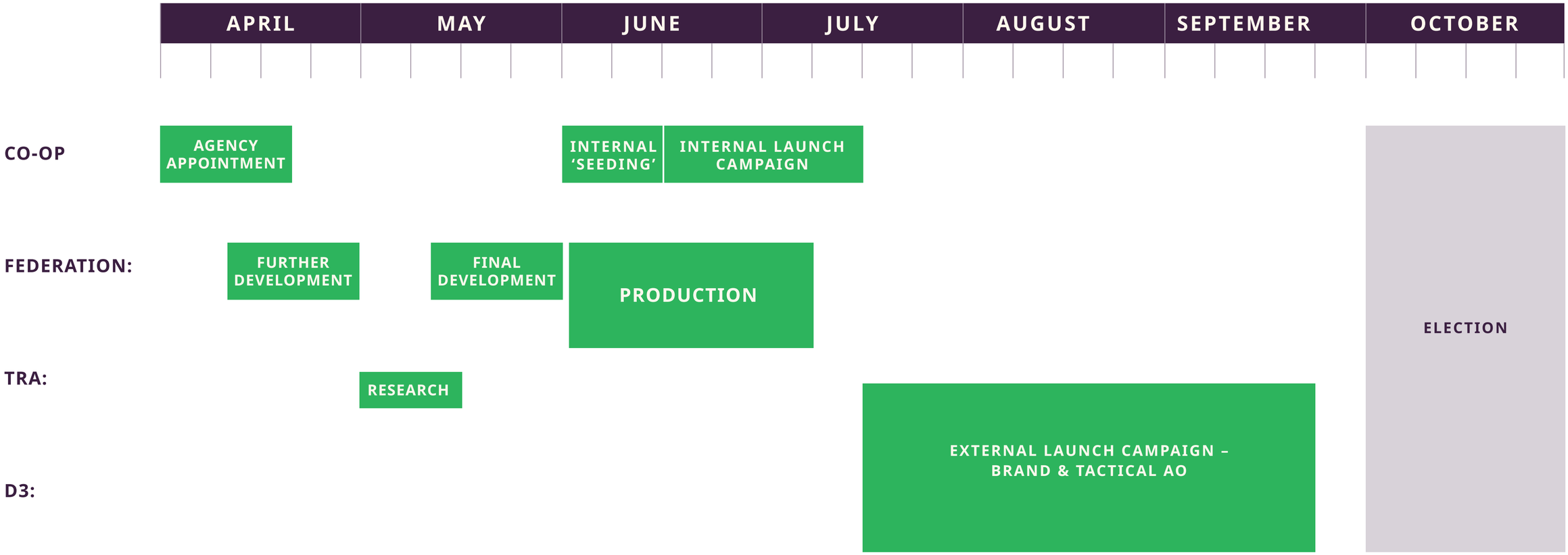
EXTERNAL LAUNCH

Pose ‘challenge’ to category

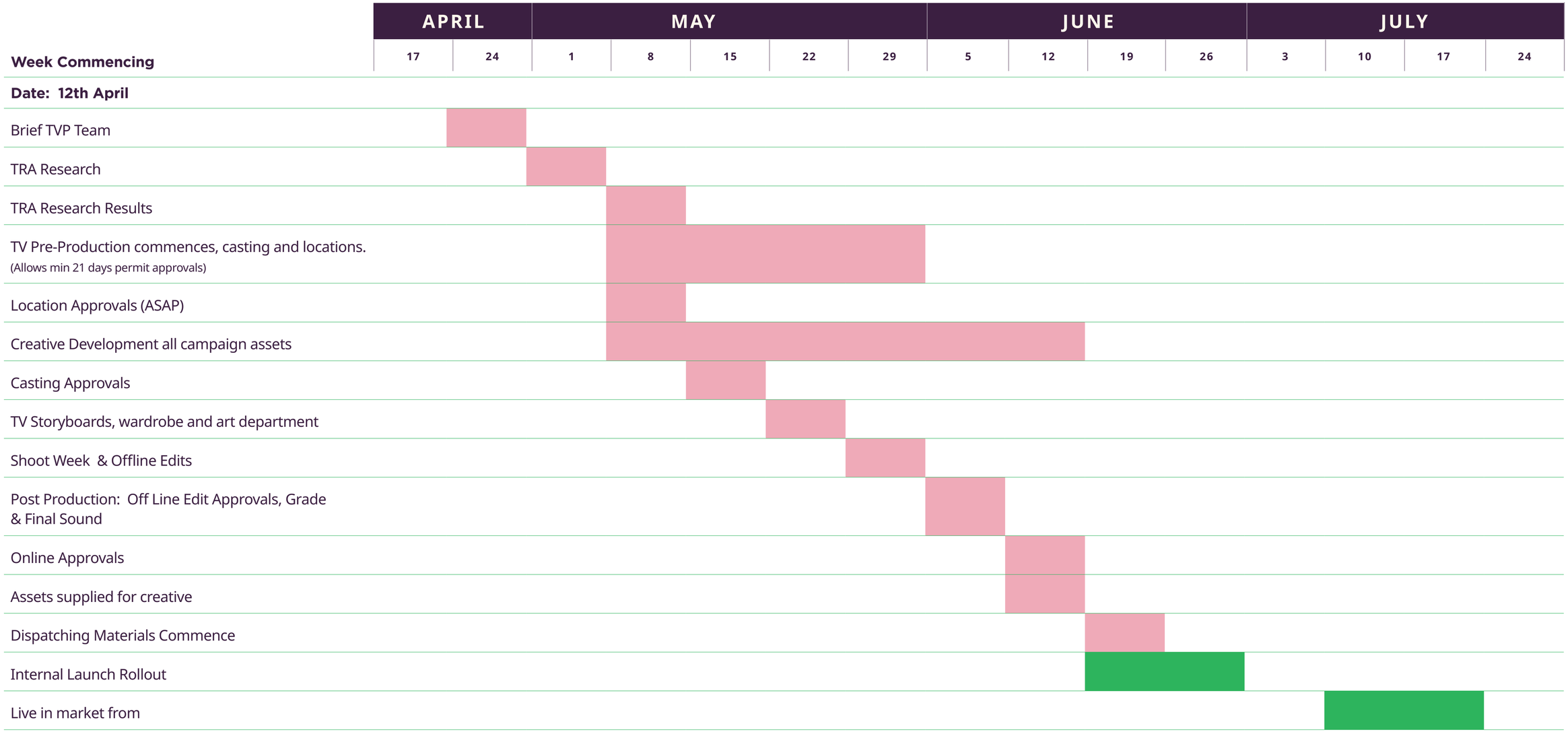
Establish new creative platform

Current customers identify /
new customers enquire

Approach to market



Production rollout timeline



Annual Budget Breakdown

Budget	$4M
Media	$2.8M
Creative	$1.2M

Creative/Media split as per earlier discussions with Catherine (call) and D3 (meeting)

ANNUAL CREATIVE BUDGET BREAKDOWN	
Strategic Planning – annual & quarterly	$100K
Account Management/Campaign Delivery	$275K
Creative Development / Production development	$275K
Audio Visual Production (TV, Photography)	$300K
Master artwork Production/Execution	$80K
Studio annual changeouts allowance	$70K
Contingency	$100K

All agency resource costs estimated are based on typical campaign costs across a year. We anticipate agreeing final agency costs/ fees/scope with yourselves, but confirm that our estimates are all within the budgets outlined to us by The Co-operative Bank.

Audio Visual Production Budget Breakdown

SCRIPT A
"SUCCESS IS SWEETER SHARED"

1 x 30" Brand, 1 x 15" Homeloans

BUDGET ALLOWANCE: $300,000

TV Production • Director: e.g. Jamie Lawrence • 1 x 14hr shoot day	**$246,100**
Audio & Music • Library music licensing + VO artist	**$5,400**
On-Screen Talent • 1 x hero talent / 6 x featured extras	**$38,000**
Stills Photography • Photographer: e.g. Florence Noble • Shooting "over the shoulder" on TVC set	**$4,500**
Stills talent usage • 8 x featured talent, including 12 months; • OOH (street posters, busbacks, adshels & billboards, POS, posters, magazine, mailers/DM/brochures & newspaper/press	**$6,000**

SCRIPT B
"MIDDLE NAME"

1 x 30" Brand, 1 x 15" Homeloans

BUDGET ALLOWANCE: $300,000

TV Production • Director: e.g. Jamie Lawrence • 2 x 10hr shoot days	**$254,600**
Audio & Music • Library music licensing + VO artist	**$5,400**
On-Screen Talent • 6 x featured talent	**$32,000**
Stills Photography • Photographer: e.g. Florence Noble • Shooting "over the shoulder" on TVC set	**$8,000**
Stills talent usage • 5 x staff talent, including 12 months; • OOH (street posters, busbacks, adshels & billboards, POS, posters, magazine, mailers/DM/brochures & newspaper/press	**N/A**

Preferred Director & Photographer

DIRECTOR

JAMIE LAWRENCE

VIEW PORTFOLIO HERE

PHOTOGRAPHER

FLORENCE NOBLE

VIEW PORTFOLIO HERE

Why grow with us?

OUR CULTURE OF PARTNERSHIP AND PERFORMANCE.

You’re our number one priority

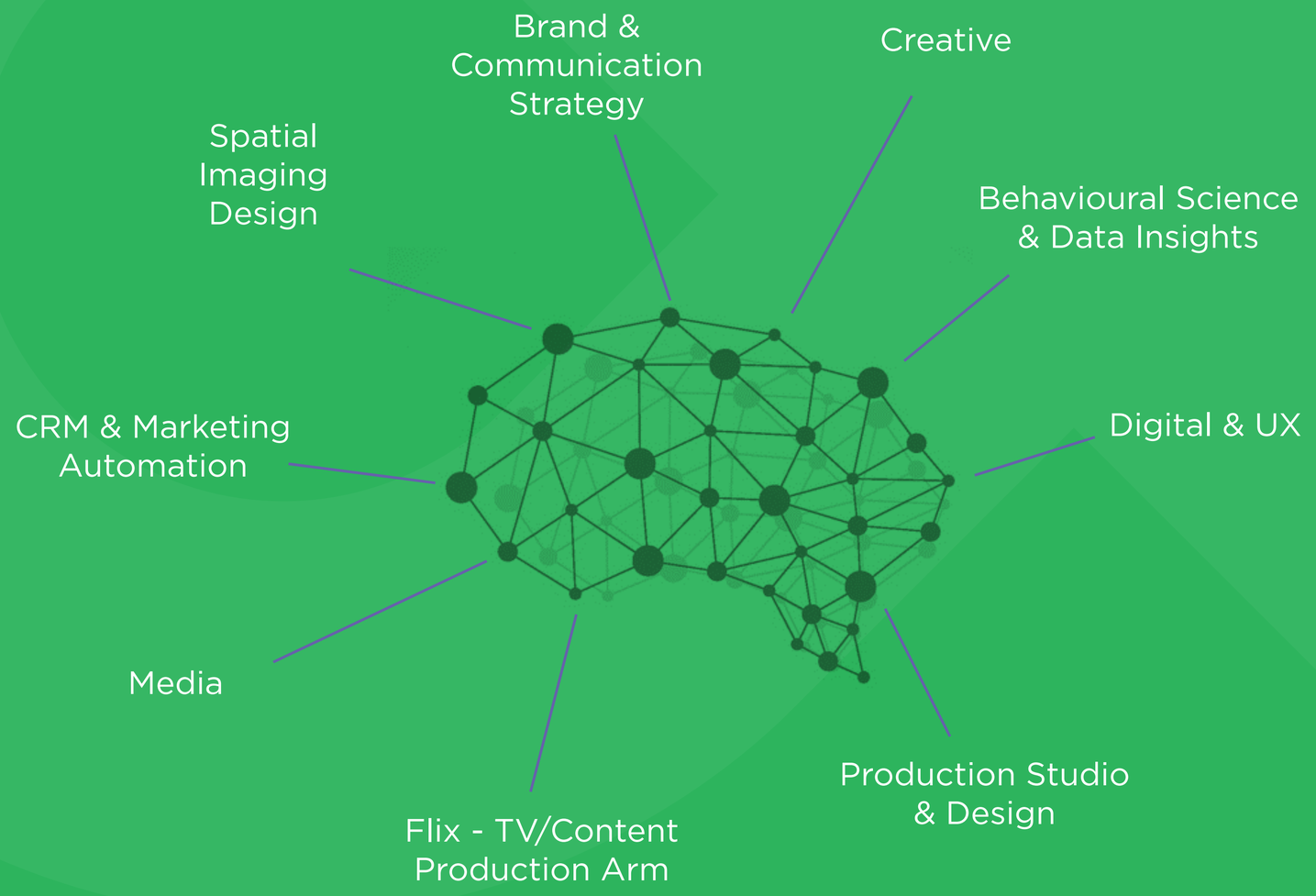
We have a culture that’s powered by serious partnership and performance. Which means across every part of our agency, The Co-operative Bank will be our priority.

It’s important to know you’re important to us already. And would become one of our largest clients.

Resourcing that gives you more senior day-to-dayers

Our model brings The Co-operative Bank an optimized mix of genuine banking experience across our leadership and implementation teams.

Senior level input that enables you to make the bigger calls faster. High volume capability implementation teams that enable you to go to market, on deadline.



Shared Values

1. Promoting transparency and ethics across our industry, just like you
2. Prioritising a healthy, happy working environment
3. Harnessing the power of our influence to support change
4. Socially and environmentally responsible
5. Continually reducing our carbon and waste footprint
6. Agency leadership team qualified by University Of Cambridge's Sustainability Leadership Institute

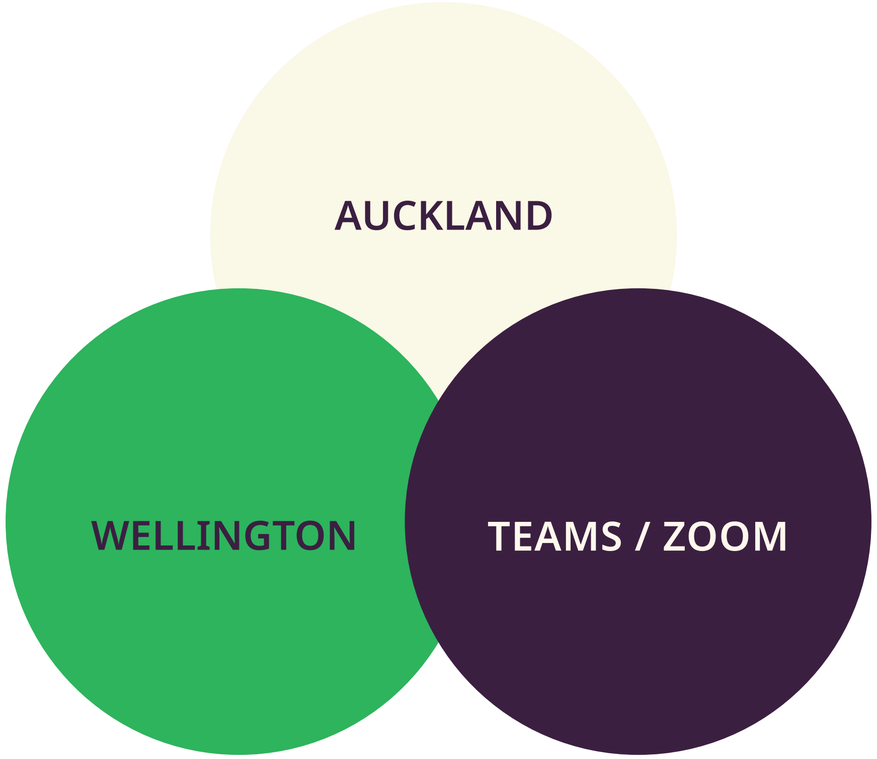
CELEBRATING INTERNATIONAL WOMEN'S DAY

UNIVERSITY OF CAMBRIDGE
INSTITUTE FOR SUSTAINABILITY LEADERSHIP

Auckland. Wellington.
Your agency, everywhere you need us to be

We're proven at working across multiple markets. Auckland. Wellington. Christchurch. Sydney. Melbourne. Dubai.

Our plan: A core Co-operative Bank leadership team based in Auckland with a supporting cast led out of either Auckland or Wellington – wherever you need us.



Ngā Mihi

Thanks for the opportunity to talk again and look forward to next steps.

We’d be immensely proud to be your agency partner.