

Alt Bank Launch



NOAH'S ARK

Background

The Alternative Bank plans on launching soon in a bid to redefine what banking means within the Nigerian banking space. While we're governed by ethical banking principles, we're not confined by it as we intend on serving all banking customers.

With this in mind, we've been tasked with developing a launch strategy and campaign for The Alternative Bank. This would see us develop a brand proposition as well a launch campaign in a bid to communicate who we are and what we stand for.



Our Objectives

Brand Launch
Strategy And
Proposition

Communications
Asset To Accompany
Brand Launch

Concept
Development For
Event Launch



We Are A Challenger Brand

(But Not For The Reason You Might Think)



The Brief Alluded To It

default option for the Nigerian consumer

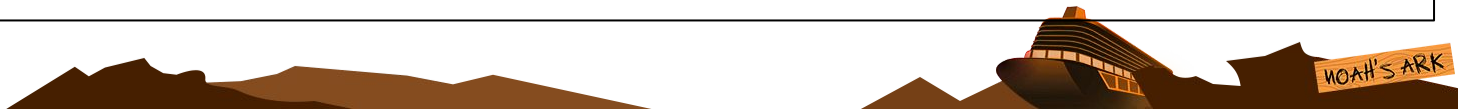
The Alternative Bank's name is a deliberate choice. **It's to present the preferred option for people who want to bank and be served a different way**

TAB promises to **rewrite the narrative of ethical banking in Nigeria.**

To describe it as **redefining the category and industry** would be cliché, but apt.

TAB is **doing things that have NEVER been done before in her category.**

Juxtaposing the above, the financial services market is competitive, and by extension the presentation/communication/marketing of financial services is **worryingly similar** – conventional or ethical/non-interest banking.



So We're Not The Small Guy Challenging The Big Guy

We're Challenging Something Much Bigger



Apple Challenged **Conformity**

Nike Challenged **Complacency**

Liquid Death Challenged **Convention**

Adidas Challenged **Limitations**



Challenging
the complexity that comes with
technology

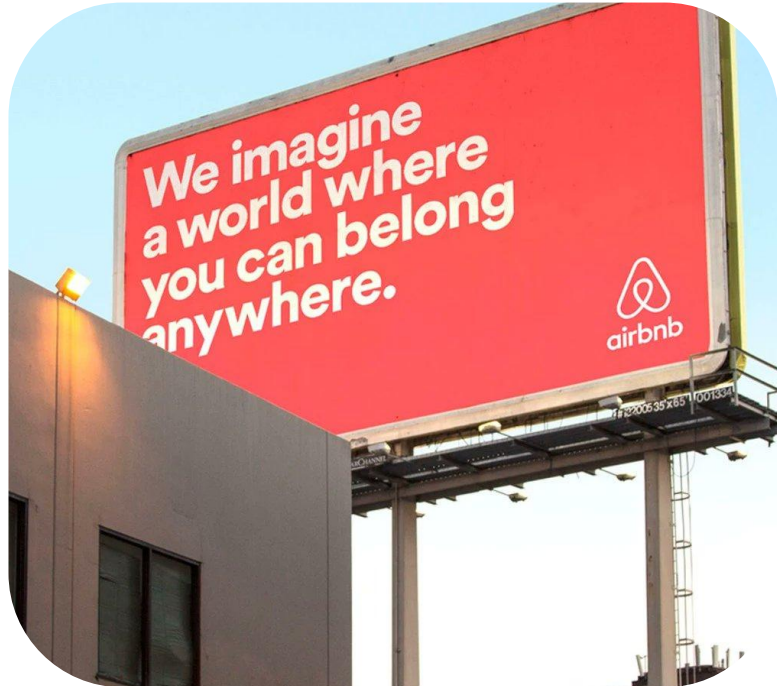


Challenging
the complacency that leads to
inaction



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Challenging
the alienation that comes with travel



Challenging
the lack of sophistication that comes with the CSD category

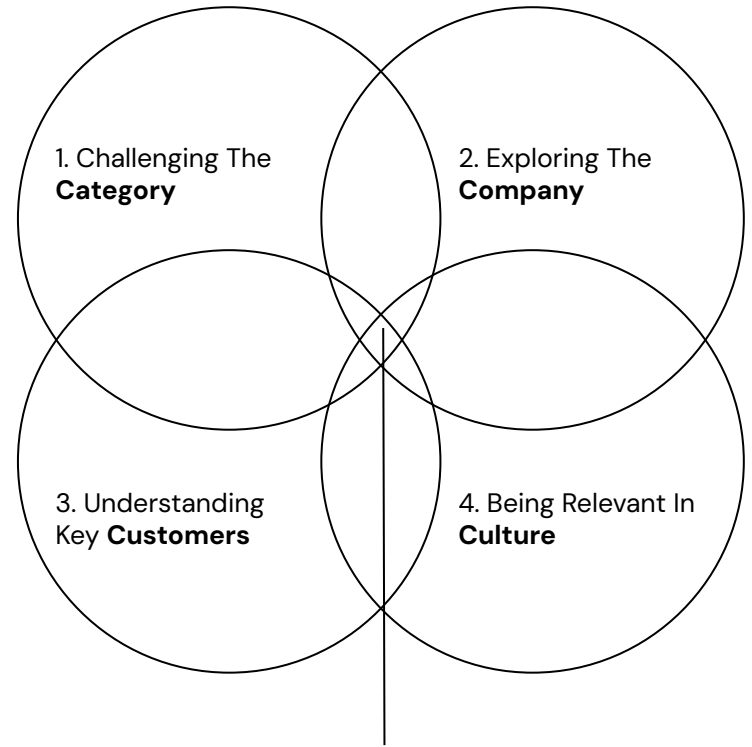


“Being a challenger brand is a massive advantage because it gives you the license to push, to disrupt, to reframe category norms, to challenge convention - and to have a little fun and push a little bit more”

-Todd Kaplan
PepsiCo's VP of marketing

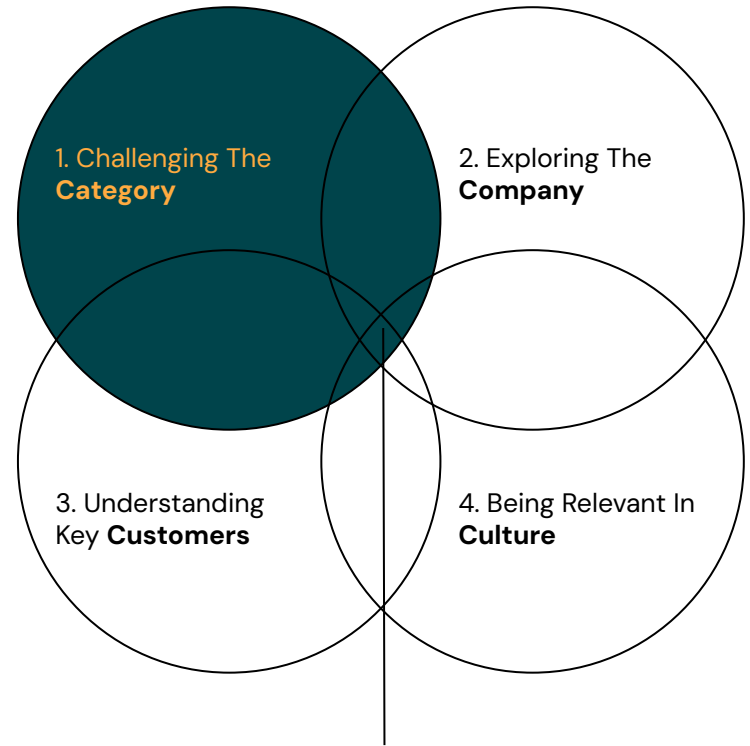
To Rewrite The Narrative Of Banking In Nigeria Means To Challenge
Something Unique And Fundamentally Wrong With The Industry.
But What?

How We'll Get There



The Brand Proposition

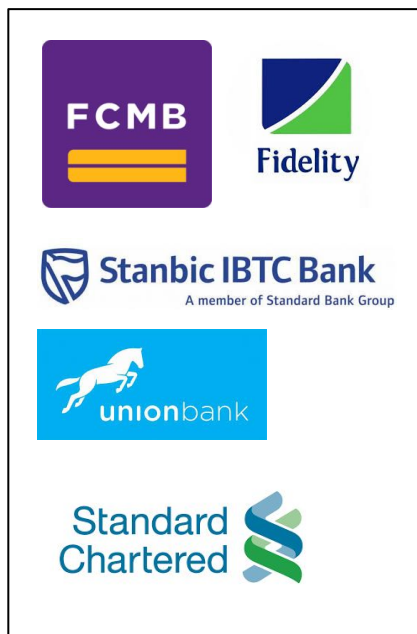




The Brand Proposition



The Lateral View: Key Players Do General Banking



Beyond the borders of non-interest banking are the general purpose banks who would look to appeal to the same audience as us








The Horizontal View: They are more like us



Also forming a major part of our competitive context are the guys who play within the banking sub-category of non-interest banking same as us. Although they have a more traditional outlook

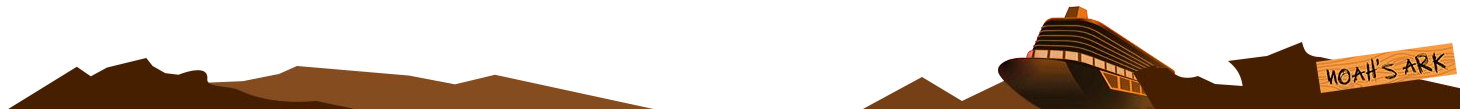


	Perception	Positioning	Tagline
	Elite banking	Corporate & Internet banking	In your best interest
	Modern banking	SMEs & Lifestyle oriented	More than banking
	Pan African outlook	General banking	Africa's Global bank
	Premier bank	Corporate, Business & Private banking	You First
	Youth & Lifestyle centric	Retail & Lifestyle	For Every Nigerian



But Since We're Not Looking At Challenging Any One Player
Within The Category, **We Decided To Look At The Entire
Category As A Singular System**

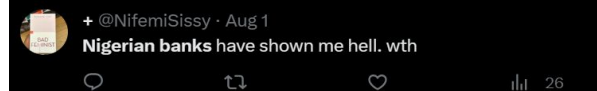
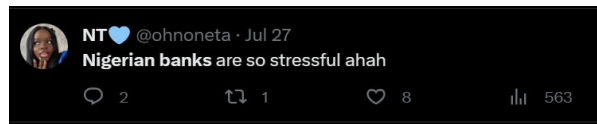
According to the 2022 KPMG Nigeria Banking Industry Customer Experience Survey, the overall customer satisfaction score for the Nigerian banking industry is **6.7** out of 10 below the global average of **7.2**.



People Are Not Happy With Their Banks

Complaints about services in the sector made 33% of all cases, the highest recorded across all sectors, filed by consumers to the Federal Competition and Consumer Protection Commission (FCCPC) between January and September 2020.

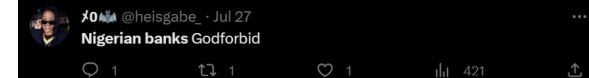
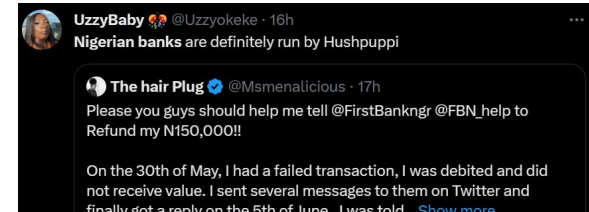
Those complaints still persists till today



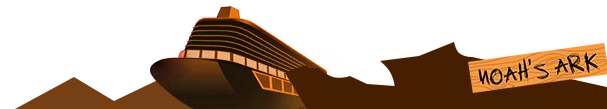
General frustration




Restrictions in carrying out transactions





Quality of Service



 **Chubie Ujah** @ChubieUjah · Jul 31 ...
Wait, @gtbank now deduct charges for GTB to GTB transfers? What are **Nigerian commercial Banks** smoking? Una eyes go soon clear. Continue ripping people off while giving absolutely NOTHING back.

2 3 1 145


 **CHIMAObiIM** @Chimaobiim · Aug 1 ...
Nigerian banks will do you dirty and won't even be sorry about it
[@myaccessbank](#) [@accessbank_help](#) [@access_more](#) [@ZenithBank](#)

 **El Jefe** @Zxheer_ · Jul 26 ...
As a **Nigerian**, you need like 8-10 **banks** for your survival on a daily basis.

1 2 86

 **Samlogic.eth** @samlogic_ · Jul 31 ...
there is an opportunity for a bank that will charge monthly subscriptions but offer quality customer service
because **Nigerian banks** of all sizes ARE HORRIBLE

8 15 27 15.2K

 **Sweet lady** @ramatushehu · Nov 26, 2022 ...
The commercial banks are robbing us all in the name of charges and nobody is saying or doing anything about it.
It's already difficult
Why make it more difficult? One can't be waking up to debit alert on a daily basis.
[#nigerianbanks](#) [#Zenith](#) [#gtbank](#) [#fidelitybank](#) [#accessbank](#)

Baseless charges

Yearning for an alternative



The Category Problem

Despite these issues people face within the system, **they can't just up and leave as banking plays an essential role to how we live modern lives.** And even when they switch banks, it's simply the same issue in a different place

This Problem Goes Beyond The Banking System. It Is Indicative Of Our Lives As Nigerians



The fuel price increase 2 times within the space of 2 months but we buy it regardless **because we don't have a choice**

A lot of people complained about the way the incumbent won the election but we had to accept it **because we didn't have a choice**

Prices of everyday commodities have skyrocketed but we still buy **because we don't have much of a choice**



So Whether It's The Banking System That We've Come To Know or The Place We Find Ourselves In, The Average Nigerian Is Constantly Faced With **A Lack Of Choice**



So If We Do In Fact Plan On Changing The Face Of Banking
In Nigeria Today, **We're Faced With A Singular Challenge**

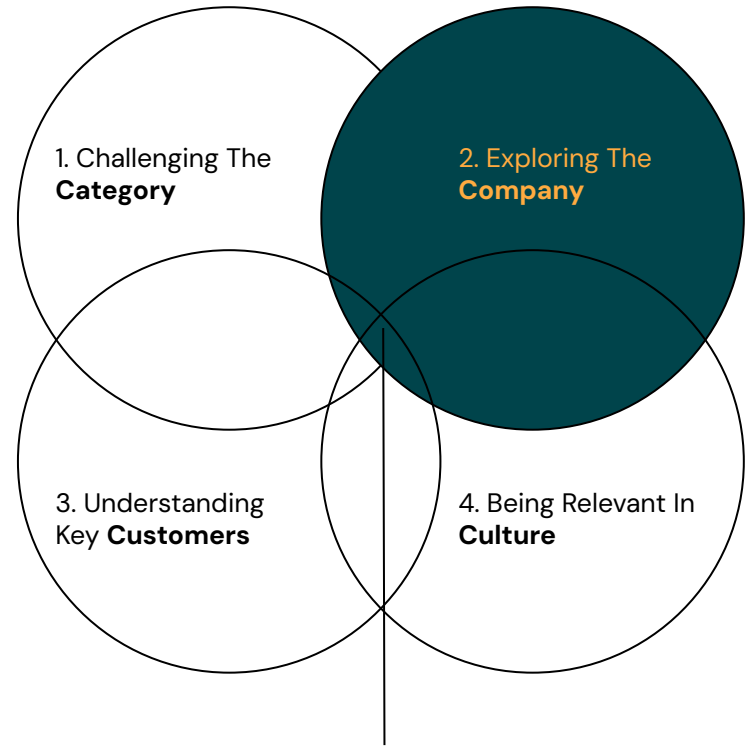


The Challenge

We're Challenging **The Systemic Lack Of Choices** That Has Resulted In The
Banking Consumer Accepting **Mediocrity**

But Do We Have The Necessary Credentials To Do This?





The Brand Proposition



Tenets That Guide Our Products and Services

Riba

(No Interest)

Musharakah

(Profit and Loss Sharing)

Ijarah

(Asset Lease)

Mudaraba

(Profit Sharing, Loss
Bearing)

Murabaha

(Deferred Payment)

Istisna'

(Asset Construction
and Financing)

All of which differs from the system they've come to know and expect from their banks.

Significantly improving their outcome from our system of banking compared to what they've always known

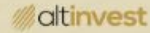


 altpower



The sun is all you need! Enjoy uninterrupted energy and be kind to our planet!

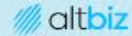
[Learn More](#)

 altinvest



With AltInvest, you're not just making financial gains. You are also transforming industries. Your investments change the world.

[Learn More](#)

 altbiz



This is the place for lightning-fast funding for equipment purchase and raw materials/stock acquisition, propelling your small business dreams to new heights.

[Learn More](#)

 altmall



Browse through an array of irresistible products, knowing that you have the power to pay in instalments at 0% interest. Own your dream products without breaking the bank.

[Learn More](#)

 altdrive



No more roadblocks or financial speed bumps standing in the way of your dream ride. Start your hassle-free ride towards vehicle ownership.

[Learn More](#)

 altag



A digital solution that harnesses the power of smart ethical contracts where short-term commodity trading and long-term capital projects are accessible and aligned with your values.

[Learn More](#)

The result is a set of products that offer them more choices on how they not only bank but also live.

NOAH'S ARK



AltSave

- ✔ Your hard-earned cash stays in your account untouched by hidden charges.
- ✔ Giving you the ultimate freedom to bank with zero minimum balance required.
- ✔ Always at your beck where banking never sleeps

Get Started



AltCheck

- ✔ This current account is a lifeline. Giving you interest-free access to emergency funds for your peace of mind.
- ✔ Embrace the joy of limitless spending with your debit card.
- ✔ No withdrawal charges and CoTs. Enjoy your money!

Get Started

The same applies to our personal accounts. Compared to the issues that the traditional banking system possesses, our personal accounts go beyond the norm

An illustration of Noah's Ark on a brown hill. The ark is a large, multi-story building with a ramp and a sign that says "NOAH'S ARK".

NOAH'S ARK

Agriculture Finance

Here, cooperatives and registered farmers are backed with special financing that **brings their farming dreams to life.**

▶ [View requirements](#)

[Apply Now](#)



AltBiz Facility

Machinery: We pay, you take!

Need to power up your business with the right machinery?

We've got your back. Altbiz Facility provides SMEs with finance to purchase machinery for operations.

▶ [View Features](#)

▶ [View requirements](#)

[Get Started](#)

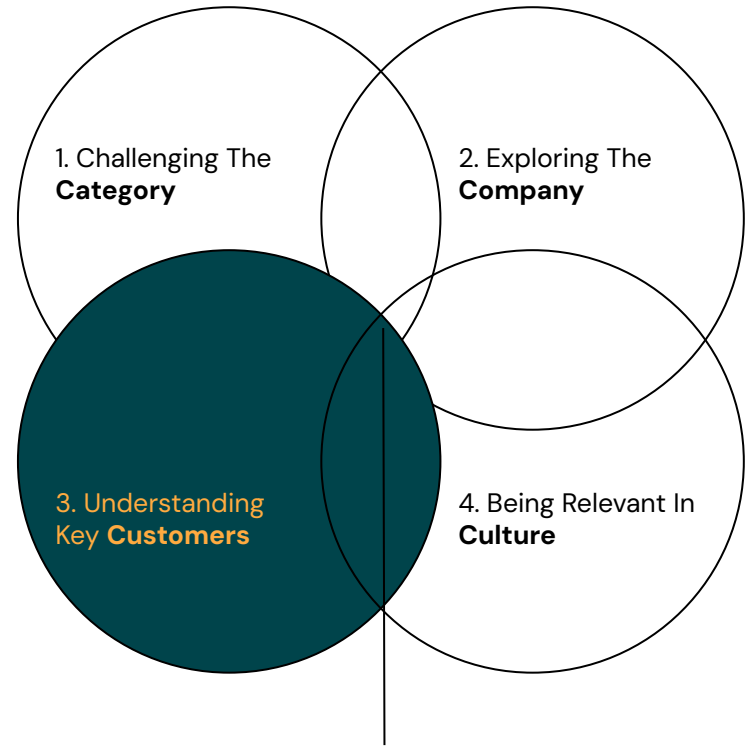


From MSME's To Agriculture, the application of the tenets that guide our products and services come to life here. Going beyond the norm of what is to be expected from the traditional banking system



Brand Opportunity

We have a product construct that provides people with an **alternative way to bank and live** that **differs from the system they know today**



The Brand Proposition



While we've already established that people aren't happy with their banks,
it's important to understand **why**



Upwardly Mobile Nigerians

Age	21 – 55
SEC	A, B, C, D
Income	Low – High
Education	Mid – High
Living Context	Semi Urban – Urban

Ambitious

Socially Aware

Digitally Savvy

Enlightened

Who Are They?

- Enlightened and socially aware individuals who are on the path to having or increasing their disposable income
 - Consumers of media with an appreciation of distinct audio/ visual assets
-

Channels:



NOAH'S ARK

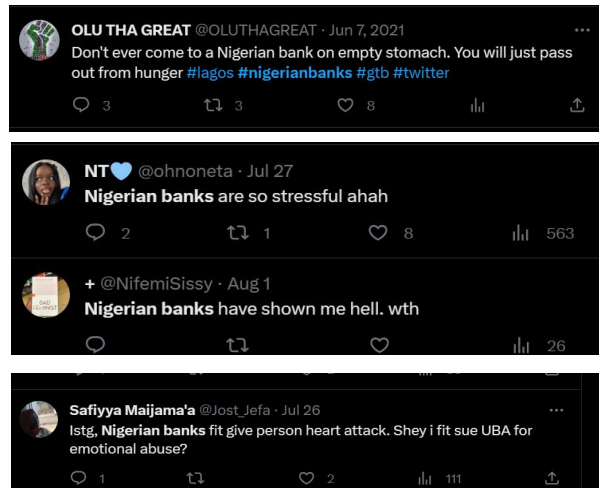
A stylized illustration of Noah's Ark, a large wooden ship with a ramp, set against a dark background with silhouettes of mountains.

They are modern individuals who have been exposed to certain standards via their access to the internet, social media, and their travels.

This modern lifestyle is enabled no doubt by the banking system.



But when we see the plethora of issues people have with their banks, it's rather hindering this modern lifestyle



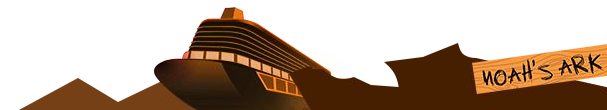
General frustration



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Quality of Service

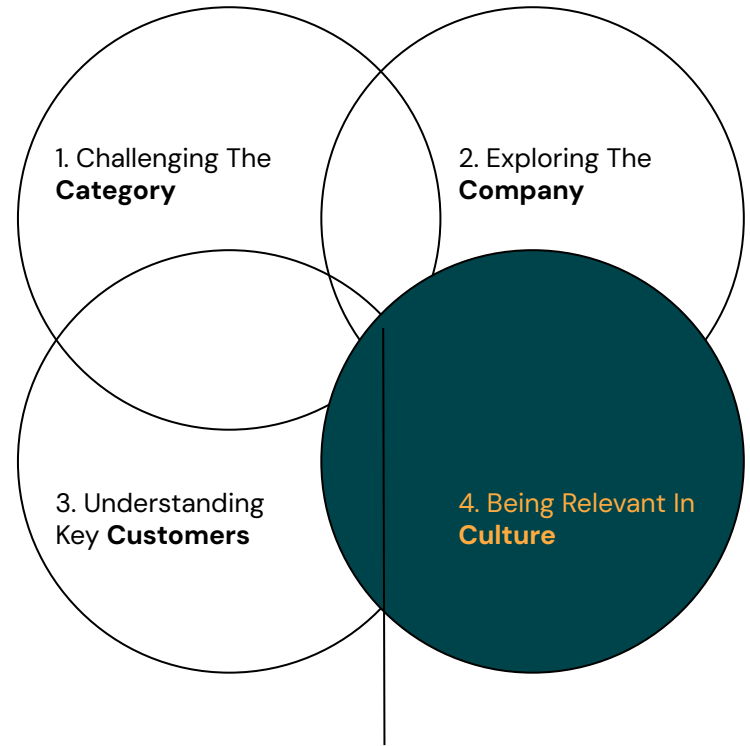


The Customer Insight

Banking offers them a means to lead modern lives, but so far it's been a life riddled with restrictions, choicelessness, and the bare minimum.

While we know it can't always be perfect, there's a simple standard that needs to be met. Hence the opportunity to show the banking consumers what banking can and ought to be





The Brand Proposition





The Cultural Context To Leverage

While there's still a larger systematic issue at play, there's a growing cultural context whereby Nigerians are starting to ask questions and seek better alternatives.

2020 End Sars

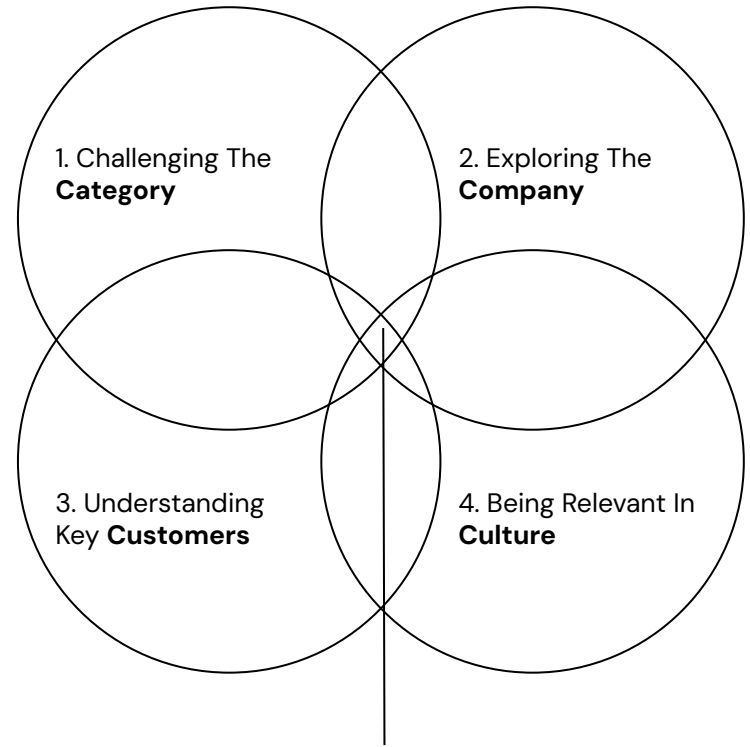
The rise of a 3rd force during the elections



The Cultural Opportunity

We can leverage the growing desire of Nigerians for a systemic change in different facets of the country

Bringing It All Together



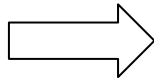
The Brand Proposition



How We Can Tackle It

The Challenge

We're Challenging
The Systemic Lack
Of Choices That Has
Resulted In The
Banking Consumer
Accepting
Mediocrity



The Brand Opportunity

We have a product
construct that
provides people
with an alternative
way to bank and live
that differs from the
system they know
today

The Consumer Opportunity

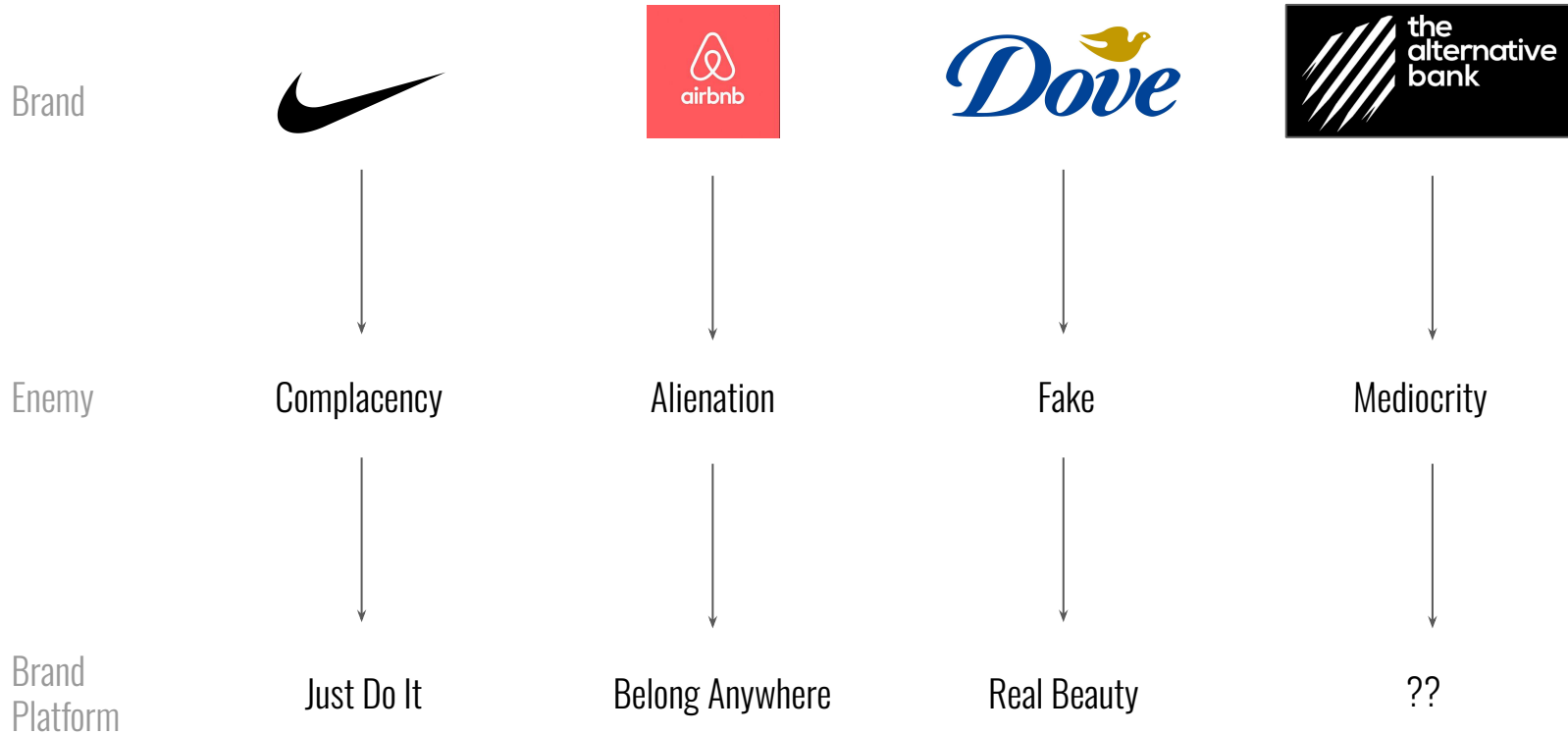
The standard has
been set so low, so
there's an
opportunity to show
them what banking
ought to be

The Cultural Opportunity

We can leverage the
growing desire of
Nigerians for a
systemic change in
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the country



Landing A Brand Proposition



Brand Proposition

Live Above The Standard. **Go Beyond**

Nigerians have only known a certain way of banking and by extension a certain way of life, we're offering something different, something better. With the tenets of ethical banking behind us and our slew of solution-oriented products by our side, you can live above the standard that the banking system has subjected us to.



How Do You Live Above The Standard?



You have to be Willing **To Explore**

You Have To Be Willing **To Discover**

You Have To Be Willing **To Go The Alternative Route**

Brand

Who we are

Altbank isn't just an ethical bank, we're a bank unlike any other

Enemy

What we fight

We stand against choicelessness and mediocrity that has plagued the Nigerian banking customer for far too long

Proposition

What we do

We offer products that provide people with an alternative and better way to live

Behaviour

How we behave

We do things in an alternative way. Nothing about how we speak or communicate reminds people about the banking sector.

World

Where we live

A world where people are not limited by the system around them.



THANK YOU