

United for Hungarian excellence

# UniCredit

UniCredit Bank launched a new era with the program: the TTL campaign introduced the bank's first online services in Hungary.



SERVICES • CUSTOM DEVELOPMENT | BACKEND DEVELOPMENT | SUPPORT | UI DEVELOPMENT  
SPECIALTY • DESIGN THINKING | BUSINESS ANALYST | DOMAIN KNOWLEDGE

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## Overview

The #Korszakalkotók (Leave Your Mark) is a community patronage program featuring inspirational Hungarian talents who achieved excellence in their own field and thus contribute to the culture and of Hungary. The initiative showcases the premium banking business concept, which is about the bank's permanent striving for excellence in serving its individual, private, small business and corporate clients – just as talented people, who truly and continuously strive for constant improvement, do in their own fields.



## Challenge

The program had a dedicated website, and each nominee could be supported by online voting and bank card usage. The talents provided relevant content for several months for social media and PR. The target group was successfully activated with the opportunity to vote - more than 120 825 page views, 8500 votes in 3 months.

## Solution

The collaboration included creative design, web & mobile development, coordination of PR and marketing communication, and comprehensive IT support during the entire campaign.

## Summary

The campaign of UniCredit Bank Hungary won the first prize at the [Digital Communication Awards 2018 in Berlin.](#)

More about the campaign:

<https://dteurope.com/business/leave-your-mark/>



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