

Case Study

Internal Communications Campaign for Lloyds Bank



LLOYDS BANK



owb.
creative communications

WWW.OWB.UK.COM

The challenge - to bring together silo marketing teams across Lloyds Banking Group and profile their creative campaigns, enabling each team to better understand and appreciate the work of their peers.

OWB's response - The Thoroughbreds, the perfect platform for a creative showcase culminating in an awards ceremony aimed at sharing colleagues work and key campaign highlights.

176

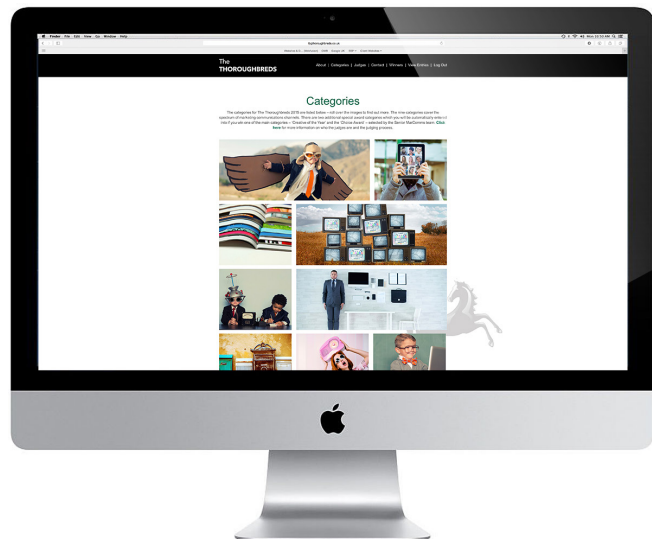
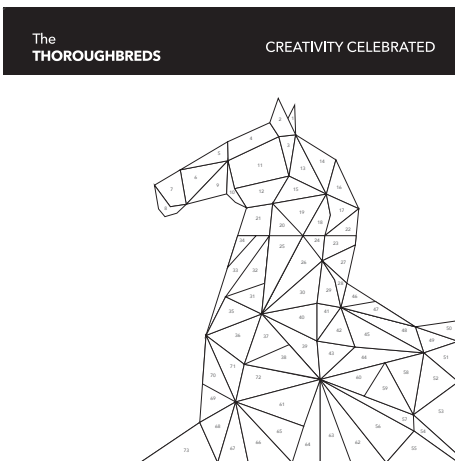
total entries received

33%

average open rate for
email marketing activity

71%

peak open rate for
email marketing activity



FINALIST : SMALL TO MEDIUM SIZED BUSINESS OF THE YEAR

You've called.
You've met.
You've presented.
You've tweaked.
You've launched.
You've even loaded it onto YM.

NOW LET'S CELEBRATE TOGETHER.



It's time to logon and showcase your entry.
Celebrating creativity at www.lbgthoroughbreds.co.uk

The
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“Creativity is contagious, pass it on.”

Albert Einstein

The THOROUGHBREDS



“Creative thinking inspires ideas. Ideas inspire change.”

Barbara Januszkiewicz

The THOROUGHBREDS



You’ve called. You’ve met. You’ve presented. You’ve tweaked. You’ve launched. You’ve even loaded it onto YM.

It’s your time to shine.

The THOROUGHBREDS



“With over 170 entries, despite the twists and turns the brief and demands took, I think we can conclude The Thoroughbreds was a success. Throughout chins were kept high, enthusiasm maintained and not one deadline missed which is a miracle in itself. Thank you OWB for your efforts; you were stars.”

Matt Huxtable, Marketing Mangaer



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