



DZ Bank

Priceless Planet Coalition Issuer Case Study



DZ Bank ran a Priceless Planet Coalition campaign that resulted in significant growth in card issuance during the campaign period.

Context and Challenge

- DZ Bank is the second largest banking group with over 800 cooperative banks in Germany
- The bank launched cards made of PLA (corn starch) and switched to recycled paper
- DZ Bank joined the Priceless Planet Coalition and wanted to highlight sustainability as one of its strategic priorities

Approach

- Launched a campaign during EU Green Week in October 2020
- A tree was planted for each new Mastercard issued during the campaign
- The campaign ran for approximately two months on the following DZ bank channels: social media, stores, PR, card carriers and leaflets
- Mastercard amplified the campaign on digital/social channels and the Mastercard website

Campaign Examples

