



Hellenic Bank

Priceless Planet Coalition Issuer
Case Study



Hellenic Bank partnered with Mastercard to run an awareness campaign for Priceless Planet Coalition, driving high engagement.

Context and Challenge

- The Cyprus-based bank wanted to drive awareness of the Priceless Planet Coalition and to attract new customers seeking to make a meaningful impact through their spending

Approach

- Launched an awareness campaign on Earth Day 2021 urging cardholders and employees to plant a tree themselves *#PlantItForward thinking*
- Influencers on social media promoted awareness posts, featured the PPC logo in their profile pictures and posted dedicated PPC content on their accounts
- Distributed small trees to media representatives and journalists with a CTA to add a story in their Instagram account with *#PlantItForward*
- Random customers at Hellenic Bank branches received a small tree to *#PlantItForward*

Campaign Examples



After the awareness campaign, Hellenic Bank and Mastercard ran an activation campaign that increased Mastercard usage during the campaign and the following two months.

Context and Challenge

- Building on the momentum from the successful Priceless Planet Coalition awareness campaign on Earth Day 2021, the bank wanted to increase consumer spend while contributing to a good cause

Approach

- Launched an activation campaign: *Go cashless and Start Something Priceless™*
- A portion of cardmember purchases with Hellenic Bank Mastercard cards from June 1st to June 20th were donated to the Priceless Planet Coalition
- Campaign channels: TV, radio spots, digital and print media
- Mastercard and Hellenic Bank combined efforts to replace existing cards with biodegradable materials

Campaign Examples

