

Diamond Bank Visa Credit Card Rich Media Campaign

Diamond Bank is one of the leading banks in Nigeria, a forward thinking bank respected for its excellent service delivery, driven by innovation and operating on the most advanced banking technology platform in the market.

Challenges

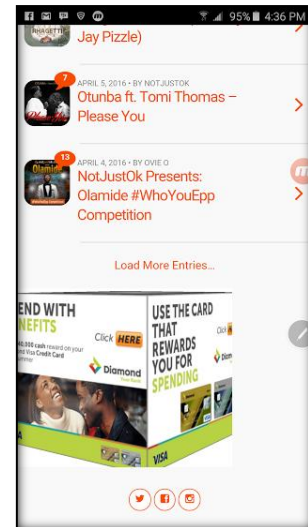
Diamond Bank wanted to create awareness about the Diamond Visa Credit Card.

A goal of 700,000 impressions was set as a target to be achieved.

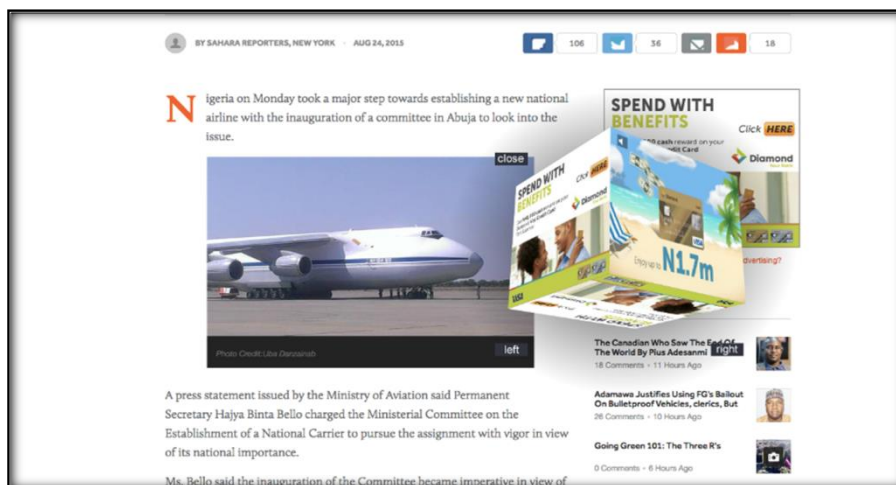
What We Did

We created a **Spinning Cube Rich Media Ad** for them and hosted it on the **Sahara Reporters** and **Notjustok** websites for both mobile and Desktop.

Screenshots



Notjustok



Sahara Reporters

Result

Sahara Reporters

- We achieved a Click Through Rate of 0.17,
- 1,823 Clicks
- 333,334 impressions.

Notjustok

- We acquired a Click Through Rate of 0.15%
- 2,264 Clicks
- An enormous amount of 1,673,822 Impressions.