



Bank of Ireland x Mish Guru

# Overview.

Bank of Ireland had a strategic priority to engage high school students in a way that felt relevant to them.


## Business relevance:

Only 11% of people will change banks once they've started with one.

High school students weren't engaging with them like they used to.

# Results.

In 12 Months, Bank of Ireland:

 +16,000 followers (+200% growth)

 +4.7 million views

 +10.5K Received Snaps.

...all from an average of **8 stories/month**.

# How?


Leveraged existing sponsorships:

-  Junk Kouture
-  High School Sport
-  College recruitment days

Utilized influencers to:

-  Tell their brand story in more human + relatable way
- Grow their account following
- Increase account views and brand visibility

Engaged audience with UGC in order to:

- Strengthen connection with fans 
- Grow audience at their sponsored events
- Grow their account through word of mouth

# Wins.



Audience Growth



Views



User Generated Content

"Use it for **1 month** & you'll wonder how you ever lived without it. It will save so much resource when compared with manual Snapchat management, it practically **pays for itself.**"

- Bank of Ireland