

Ceska Sporitelna Presents Its New Marketing Concept – “Palečkovi”

- ⇒ **Television stories of the Palečkovi (the Thumb family) will support the Ceska sporitelna brand and enhance awareness of the advisory role of its branches.**
- ⇒ **The unique appearance of the cartoon characters is the work of the Argentinean PepperMelon animation studio – a world leader and recipient of many international awards for 3D animation.**

Ceska sporitelna presents its new marketing concept – Palečkovi. It is a unique 3D animated world of a typical Czech family, the aim of which is to present Ceska sporitelna’s products and services to regular clients in an entertaining and playful form. With Palečkovi, Ceska sporitelna is aiming at the general public (mass market) and small entrepreneurs, who would be quite familiar with the life of a typical Czech family living together in a typical 1960’s design house with a garden in a small town. Palečkovi will first launch a loan consolidation campaign that will begin in the media on 18 March 2015.

“Palečkovi are our new concept that follows upon our current communication concept: We Enjoy Family. The main character is still “family”. With the everyday joys and sorrows of Palečkovi, we will show that Ceska sporitelna understands the needs of common people and is a bank that will give them good advice in any situation. We have many branches and well-trained professionals – and they know how to give advice and help,” says Josef Havelka, Director of Marketing at Ceska sporitelna.

Palečkovi are unique, in that they have been specifically created for Ceska sporitelna, and also in their 3D design. The purpose of the new concept is to clearly distinguish ourselves from our competitors. It is evident at first sight that this is Ceska sporitelna’s advertising. The TV spots will primarily support our brand and enhance awareness of the advisory role of CS branches.

“Via television, all year round, we want to communicate topics related to our clients’ main financial needs and their resolution. We tell viewers that they should come to us for advice, because often it really is not easy to understand banking products. On the Internet, on the radio, in the press, and in all other communication channels available to us, we will focus on supporting specific product offerings. Of course, Palečkovi will have their own website and their Facebook profiles,” adds Josef Havelka.

The spot was produced by the agency Young & Rubicam. The unique appearance of the cartoon characters was created by the PepperMelon Studio, an Argentinean animation studio – a world leader and recipient of many 3D and animation awards. Their work includes campaigns and films for the US as well as the European markets: Disney-Pixar, Google, Guardian, Cartoon Network, Coca Cola, MTV, Lego, Xbox, Unilever, Fanta, Nestle, The Guardian, etc.

Palečkovi are not perfect, but that makes them all the cuter. They love reach other very much and stick together in any weather. We hope they keep it up!



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Ceska sporitelna's profile

Ceska sporitelna is the largest bank in the Czech Republic • More than 5 million clients use its services: individuals, small and medium-sized enterprises, and municipalities, but we also finance large corporations and provide financial market services • Ceska sporitelna has been a member of Erste Group since 2000, and under that brand, it serves affluent and corporate clients • It boasts the most extensive branch and ATM networks in the Czech Republic • It also plays an important role as an innovator: for example, it was the first bank on the Czech market to start issuing contactless cards comprehensively, and to develop a network for their use • *For additional interesting information about Ceska sporitelna, read here.*

Ceska sporitelna – A Responsible partner of the Society

We have invested **CZK 5,000,000,000** into projects for electricity generation from renewable sources and energy-efficient projects • We endowed the Depositum Bonum Foundation with **CZK 1,450,000,000** to support education in the Czech Republic • Together with the Ceska sporitelna Foundation, we donated **CZK 80,000,000** to publicly beneficial projects in 2012 • In 2013, we divided **CZK 2,000,000** among 34 charitable projects on the basis of votes taken in our employee and client grant programmes • **8,000** seniors attended our "Seniors Communicate" educational courses in **634** Czech towns and cities • **1,879** of our employees participated in the Sporitelna Days for Charity. This means that we donated **14,440** of our employees' work hours • **376** of our branches are wheelchair-accessible and over **250** of our ATMs are adapted for use by visually impaired clients • Each employee can use **2** work days for public benefit activities thanks to Sporitelna's Days for Charity • *For additional interesting information about Ceska sporitelna's corporate social responsibility, read here.*

Erste Group's Profile

Erste Group is the leading financial services provider in the Eastern part of the EU • Approximately 46,000 employees serve 16.5 million clients in around 2,900 branches in 7 countries (Austria, Czech Republic, Slovakia, Romania, Hungary, Croatia, Serbia) • As of YE 2013 Erste Group has reached EUR 199.9 billion in total assets, a net profit of EUR 61 million and a cost-income-ratio of 52.5%.