

The Fairer Share

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Territory: UK
Date: May 2023
Category: Finance
Environment: Multi-Environmental
Format: Multi-Format
Campaign Objective: Broadcast Awareness
Agency/Specialist: Wavemaker\Kinetic



The Campaign
Nationwide Building Society showcased its unwavering commitment to its members over profits through a straightforward campaign called The Nationwide Fairer Share. Developed in partnership with creative agency New Commercial Arts, the campaign utilised powerful and assertive language to reinforce Nationwide's key message. Phrases such as "We have something important we'd like to share. Our Profits," "When we profit, so do our members," and "We share our profits with our members. But we don't like to shout about it" were strategically employed. The campaign dominated Ocean in Motion, Loop screens, and large format displays across the UK from May 19th to May 29th, effectively reaching a wide audience. Nationwide successfully conveyed its commitment to members by emphasising their fair share of profits, making it a compelling and impactful campaign.

- The Outcome**
- This campaign was the launch of a new banking product and Nationwide’s biggest campaign in years
 - The Nationwide Fairer Share campaign was printed across major news brands and financial publications and had a reach of 511,018 (Source: Meltwater)

What the client said
Catherine Kehoe, Chief Marketing and Corporate Affairs Officer said: "Nationwide’s purpose is to offer banking, but fairer, more rewarding, and for the good of society. That’s why we have introduced the Nationwide Fairer Share, which will see us return even more value back to members.”

Genna Trentham, Client Managing Director, Wavemaker UK, said: "We’re proud to help Nationwide launch this flagship proposition, demonstrating their Building Society difference, with unmissable impact and scale.”