

ANZ Bank's GAYTMS

SYDNEY, AUSTRALIA: ANZ Bank has transformed its ATinto dazzling GAYT to spread its message of diversity and inclusion.



ANZ Bank, one of Australia's largest financial institutions, believes in diversity, inclusion and equality in the workplace. To promote these beliefs beyond the company walls, ANZ has been a major sponsor of the Sydney Gay and Lesbian Mardi Gras (one of the world's largest marches for gay rights) since 2007. In 2014, it became the event's Principal Partner.

Strategy

The objective was to use ANZ's owned media spaces to encourage people on Sydney's streets to interact with ANZ bank and help spread their message of diversity and inclusion - in keeping with the fun, celebratory spirit of the Mardi Gras. The target audience was very broad; existing and non-existing ANZ customers on the streets of Sydney during the Mardi Gras. Whybin TBWA thought about how people would naturally interact with the bank during the event and did something special. It transformed ANZ bank's ATinto dazzling GAYTMs.

Execution

On the exterior walls of inner-Sydney ANZ Bank branches, ATM's were transformed into dazzling GAYTMs. Each unique GAYTM was inspired by gay and lesbian culture and designed in the spirit of the event. The GAYTwere bejewelled by hand in rhinestones, sequins, studs, leather, denim and fur. From unicorns and drag queens to rainbows and tattoos, each GAYTM was a riot of colour and textures to celebrate the festival and show ANZ's support for diversity.

As well as looking fabulous on the outside, the machine's transaction screens were also utilised. They were changed to carry messages and well-wishes such as 'Hello gorgeous' and 'Happy Mardi Gras!'. And to complete the experience, the GAYTdispensed rainbow-coloured receipts with the message 'Cash out and proud'. The creation, installation, and delighted public reactions to the GAYTbecame short web films. Content was then uploaded to Instagram, YouTube, Flickr, Twitter and

Facebook.

Results

Public and social reactions to the GAYTon Sydney's streets lead to the following:

- More than 62 million media impressions
- Metro news coverage in every Australian state
- News coverage on every Australian commercial TV channel
- Branded pictures in media from over 70 countries around the world
- Reported on over 100 blogs and online articles
- Sydney's tourist buses, re-routed to pass the GAYTM locations.

Normally, a receipt roll in the ANZ Oxford St ATM lasts an average of one week. The first rainbow-coloured receipt roll in the ANZ Oxford St GAYTM lasted one hour.

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