

## **BRIEF**

# **CASE STUDY COMPETITION 2019**

**COMPANY:** ZAGREBAČKA BANKA D.D.

**CATEGORY OF THE BUSINESS CASE:** Marketing

**COORDINATOR:** Karla Žeželić [karla.zezelic@estudent.hr](mailto:karla.zezelic@estudent.hr)

**NAME OF THE BUSINESS CASE:** Representing banks and activating youth on students' events ("Spin the story!")

### **DESCRIPTION OF THE BUSINESS CASE:**

The topic of the business case is representing Zagrebačka banka and the activation of youth on student events, all with the aim of raising the reputation and popularity of the bank as an employer and promotion of products for young people (Package for the youth, Mastercard Student card, student loans and blog [www.tkokaze.hr](http://www.tkokaze.hr)). The basic task is to elaborate a detailed concept by which we could attract young people to the stand / corner / space when presenting Zagrebačka banka on various events where young people / students are the primary target group. The events that are focused primarily on faculties of economic and IT orientation. The concept should encompass the elaboration of a creative idea for bank representation and include the development of application for youth activation at student events. It's important to us that the concept is easily feasible on any type of event, with a tablet, laptop, or other smaller screen. Our desire is to differentiate us from other brands (from and outside the financial industry) and to engage in an interesting and interactive way for young people and create an interest / buzz effect on events where Zagrebačka banka is present.

Since 2015, all banks have been actively involved in an extremely competitive banking market, primarily at the target of 18+ years. Zagrebačka banka is perceived as a leader in the banking industry, and in the year 2016, communication with the youth was intensified with a campaign promoting the Youth Package and the position of ZABA as a Student Friendly Bank and introducing a youth site [www.tkokaze.hr](http://www.tkokaze.hr). We understand that young people are a very important segment for present and future business, and with new trends changing the way we can reach the younger target group and therefore it is very important to adapt and reach the youth in an adequate way not only as existing and future clients but also as potential cadres. Following the trends and needs of our future clients (You) and employees, we have set up a case study in which we would like to see your ideas with which we would stand out from the masses on events and attract potential new customers and staff. To introduce ourselves not only as a desirable employer, but also as a bank that understands them and who will, if they choose our bank, be their companion of trust through life challenges.

**ADDITIONAL INFORMATION:** (links and literature which may help in solving the case)

- [www.tkokaze.hr](http://www.tkokaze.hr) Zaba's webpage for young people
- Examples of current representation of the Bank on students events: [Smotra](#), [JoomBoos](#), [SC](#), [PC](#), [Job Fair](#), [DumpDays](#).
- Generation Z and labor market: [article](#)

**FORMAT OF THE SOLUTION:** PPT, word, tables and graphs in Excelu, PDF, video or by choice.

**OBLIGATORY ITEMS OF SOLUTION:**

I) **Market research** - Focus on the target (students), conduct a survey with students / young people for the sake of better insight, and use as an additional argument to the proposed concept

II) **Concept proposal** - detailed elaboration of the idea / concept of presenting the bank on student events (e.g. student design), visual identity / design of the concept and supporting materials (POS materials, branding materials, necessary equipment, promo items and similar). Give arguments for the chosen concept, so that this concept would differentiate us from the others.

III) **Student activation application** - Show in which way the app would work and how it would look (if something is simpler it is suggested to make it). The proposal must be achievable without major investment and must be utilized in the next few upcoming years.

**SCORING CHART:**

<b>Criteria</b>	<b>Score</b>	<b>Contribution to the overall rating</b>	<b>Total</b>
Integrity of the solution - elaboration of the overall concept	0-5	10 %	
Creativity and innovation of the solution	0-5	30 %	
The feasibility of the solution	0-5	10 %	
Integrity of the presentation of the solution	0-5	15 %	
Quality of solution	0-5	15 %	
Development of the application for the activation of students	0-5	20%	
		<b>TOTAL:</b>	

**ADDITIONAL BENEFITS:** The professional practice, the opportunity to present to the future employer, the final three teams will have the opportunity to spend one day in the marketing of Zagrebačka banka and get insight into the daily work and the functioning of the department.