Al Salam Bank Awarded 'Most Innovative Marketing and Branding Campaigns in Banking – Bahrain 2023'

In recognition of the Bank's Inspired to Grow, Danat Savings Scheme and Multi-Currency Prepaid Visa Card campaigns

Manama, Bahrain – 29 October 2023: Al Salam Bank has been awarded the 'Most Innovative Marketing and Branding Campaigns in Banking – Bahrain' at the 2023 Global Economics Awards. This recognition acknowledges the Bank's resilient efforts in developing innovative campaigns supported by its forward-thinking approach.

In recent years, Al Salam Bank has successfully cultivated a strong line-up of marketing and branding campaigns that reflect the Bank's core values. From its 'Inspired to Grow' campaign to the 2023 Danat Savings Scheme, the Bank has cemented its position as a leading financial institution through its various people-driven and reward-based campaigns.

The 'Inspired to Grow' campaign followed the Bank's successful acquisition of Ithmaar Bank's consumer banking business. This nationwide initiative focused on Al Salam Bank's new chapter of growth alongside its commitment to Environmental, Social, and Governance (ESG) and Corporate Social Responsibility (CSR) initiatives that contributed to the national effort to double the number of trees in Bahrain while helping to offset the Bank's carbon footprint. The initiative concluded with planting more than 7,000 trees across Bahrain and distributing plants to more than 13,000 people in the Kingdom.

Al Salam Bank has also launched several notable ongoing marketing campaigns, offering clients unique value propositions and the opportunity to win lucrative prizes. This year's Danat Savings Scheme was praised for its generous array of rewards and prizes, the biggest of which was BD 1,000,000 – one of the largest prizes seen in the Kingdom. In addition to the Multi-Currency Prepaid Visa Card campaign, the Bank continues to curate seamless products and services highlighted by its brand promise and principles.

Reflecting on the Bank's recognition at the Global Economics Awards, Mr. Mahmood Qannati, Head of Marketing & Communications, and ESG Officer at Al Salam Bank, said: "We are pleased that the Bank has been awarded the Most Innovative Marketing and Branding Campaigns in the Kingdom of Bahrain at the Global Economics Awards 2023, a testament to our belief in the importance of inspiring awareness and driving change. This achievement reflects our commitment to embedding innovation and creativity across all our campaigns. Supported by our team of branding and marketing experts, we look forward to developing award-winning campaigns as we focus on a path of continuous growth and development."

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