

Media Title : The Borneo Post Sarawak
Headline : Alliance Bank wins 12 awards for its digital transformation, ESG-centric initiatives
Date : 13 December 2023
Section : Business
Page : 3



Alliance Bank wins 12 awards for its digital transformation, ESG-centric initiatives

KUALA LUMPUR: Alliance Bank Malaysia Berhad (Alliance Bank) has recently clinched 12 awards for its digital transformation and environmental, social and governance (ESG) initiatives.

This achievement affirms the success of the Acceler8 transformation strategy as well as the Bank's commitment to meeting its customers' diverse needs by delivering relevant differentiated solutions and services.

At the recently-concluded Marketing Excellence Awards 2023, the bank won against other prominent brands from various industries, including international FMCG, telecommunications and financial institutions.

The Marketing Excellence Awards is designed to recognise the outstanding works in the marketing industry and is evaluated by an independent panel of industry leaders and senior marketers.

"These awards are a testament to our refreshed strategy bearing fruit as we strive to deliver superior outcomes, making us the preferred banking partner for our customers.

"Guided by our new brand purpose – "The Bank for Life", the recognition underscores



At the recently-concluded Marketing Excellence Awards 2023, the bank won against other prominent brands from various industries, including international FMCG, telecommunications and financial institutions.

our steadfast commitment to providing differentiated solutions and customer service grounded in authenticity, integrity, and personalisation.

"We will continue to work towards building better and more innovative solutions to help our customers and businesses achieve their goals," said Kellee Kam, group chief executive officer of Alliance Bank.

Alliance Bank impressed the judges with its wide range of digital marketing and brand

building campaigns, securing three gold, one silver and three bronze.

Their entries garnered them wins in categories such as Excellence in Marketing Transformation (Gold Medal), Excellence in B2B Marketing (Gold and Bronze Medal), Excellence in Mobile Marketing (Gold and Bronze Medal), Excellence in Digital Marketing (Silver Medal) as well as Excellence in CSR/Cause Marketing (Bronze Medal).

As part of Alliance Bank's

marketing transformation, it implemented multi-pronged strategies focusing on "outcomes and performance-based" approaches where the team optimised spend for digital acquisition activities and invested in digital application development for seamless customer acquisition.

Over the past two years, digital customer acquisition has surged and now accounts for approximately 50 per cent of new business.